

**BAL HARBOUR VILLAGE RESORT TAX COMMITTEE**  
**REGULAR MEETING MINUTES – APRIL 12, 2012**

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, April 12, 2012, in the Conference Room at Bal Harbour Village Hall (655 – 96<sup>th</sup> Street, Bal Harbour, Florida).

The meeting was called to order at 9:02 a.m. by Mayor Rosenfield.

Mayor Rosenfield discussed the memo received from Village Attorney Matthew Pearl, regarding the Committee's responsibility. Mr. Pearl clarified that resort tax money could be used for a park, etc. but that would be under the purvue of the Village Council, not the Resort Tax Committee. Mr. Treppeda noted that a Committee member could appear before the Council regarding use of the funds. Mayor Rosenfield reported that tax dollars were used in Sunny Isles Beach for their parks. Mr. Treppeda noted that the Village could also apply for a grant, etc. He explained that Bal Harbour, Miami Beach, and Surfside were the only communities that were allowed to keep their resort tax money.

**1. CALL TO ORDER/ROLL CALL:** The following members were present:

Mayor Jean Rosenfield  
Gilberto Garcia-Tunon  
Sandra Lansing  
Richard Lodes

Others Present:

Alfred J. Treppeda, Village Manager  
Ellisa L. Horvath, MMC, Village Clerk  
Matthew Pearl, Village Attorney  
Christopher Wallace, Finance Director  
Carolyn Travis, Director of Tourism Marketing

Absent:

Brian Dye  
Bruce Gelb  
Michael M. Krop

As a quorum was determined to be present, the meeting commenced.

**2. PLEDGE OF ALLEGIANCE:** The Pledge was led by the Committee.

**3. ACCEPTANCE OF APPOINTMENT AND OATH OF OFFICE – BRIAN DYE:** Mr. Dye was not in attendance.

**4. APPROVAL OF MINUTES:** *A motion was offered by Ms. Lansing and seconded by Mr. Lodes to approve the March 15, 2012 Regular Meeting Minutes. The motion carried (4-0).*

**5. RESORT TAX FINANCIAL UPDATE:** Mr. Wallace reviewed the update provide in the agenda. He reported that the first full month of revenue was received for the

St. Regis, with about half of the rooms open. He noted that the hotel taxes would be increased, compared to the prior year. He reported that the revenue was above the anticipated figures. Ms. Travis noted that the St. Regis was doing very well, a lot of rooms had been comped in March for their opening, and approximately 85-90% of the rooms were open. She thought that April would provide a better view of the revenue to be received. She explained the Starwood process, for their occupancy and rates. Mr. Wallace ensured that the hotel revenue would be watched closely and if the revenue was lower than anticipated, then decisions would be made to cut the budget or use more fund balance.

Ms. Travis reported that the restaurants were doing well. She explained that the ONE revenue would also be watched closely, since there was a management change.

Mr. Wallace reported that Dr. Krop had decided that he wanted the original format for the financial update, so that was provided instead of the one discussed at the March meeting.

## **6. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS:**

**Production/Revenue Comparison:** Ms. Travis reported that the resort tax revenue figures for Miami Beach and the County had not been provided since January.

**Budget Approvals:** Ms. Travis requested approval for the following items:

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|---|-------------|
| 1.) Brazil Sales/Media Mission (Sao Paulo and Rio)<br>(plus participation in VISIT USA) | \$25,000.00 |
| 2.) Mexico Sales/Media Mission (Mexico City)  | \$15,000.00 |

**A motion was offered by Mr. Garcia-Tunon and seconded by Mr. Lodes to approve \$40,000.00 for the items requested. The motion carried (4-0).**

**Overview of In Market Reports/Activities:** Ms. Travis discussed the successful press event she attended in Argentina last month, with 50 press, which resulted in an immediate response in the numbers.

Ms. Travis discussed Russia, the sales event held there last November, it being one of St. Regis' top accounts, and the \$2 million in revenue anticipated from them this year.

Ms. Travis discussed the Public Art Project and reported that she was almost done with the Selection Committee.

Ms. Travis discussed stories in the pipeline and FAM trips. She reported that there would be an article, on the destination of Bal Harbour, in the Departure Magazine July/August issue. She noted that the American Airlines FAM trip, for top producing agents in Brazil, would come to the ONE and St. Regis in May.

Ms. Travis discussed the shoulder/summer business and concerns regarding the end of May through June and before July 4th. She discussed putting out promotions from each of the hotels, etc. and developing a press release to go out to the media. Ms. Travis reported

working on a joint FAM trip with Canada, for bloggers (inviting six bloggers - three from the U.S. and three from Canada).

Ms. Travis reported that Suzanne Corbo would be in the Village in May, to focus on the St. Regis and the other hotels. She added that site inspections would be conducted over two days for the top 40 agents in South Florida, who hadn't been to the St. Regis.

Ms. Travis reviewed the list of FAM trips coming to the Village through June, which had confirmed at least three pages of edit.

Ms. Travis reported that the information from the representatives was provided in the agenda.

Mr. Garcia-Tunon reported that alot of travelers from Argentina were coming back and purchasing units at the ONE.

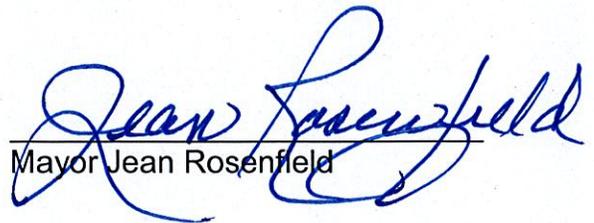
Ms. Travis reported that FDOT (Florida Department of Transportation) had advised that the art could not be placed in the Collins Avenue medians, because it was a State road. She noted that art could be placed on the light poles, medians on private streets, the beach, part of the Shops, and on the front lawn of the St. Regis. Mr. Treppeda reported that he had spoken with Gus Pego, the top person at FDOT. Ms. Travis explained that they weren't opposed to the art, but they didn't have a process in place to allow it. She added that FDOT was working on a process, which would take at least a year to have in place. Mr. Treppeda will request Ron Book, Village Lobbyist, to help with the issue. He noted that Kane Concourse was also a State Road and Bay Harbor had a sculpture in that median. Ms. Travis discussed the press interest in the art program.

**7. OTHER BUSINESS:** Mayor Rosenfield announced that the next meeting was scheduled for May 10, 2012, at 9:00 a.m.

**8. ADJOURN:** There being no further business, a motion was offered by Mr. Lodes and seconded by Ms. Lansing to adjourn. The motion carried (4-0) and the meeting was adjourned at 9:45 a.m.

Attest:

  
Ellisa L. Horvath, MMC, Village Clerk

  
Mayor Jean Rosenfield