

**BAL HARBOUR VILLAGE RESORT TAX COMMITTEE**  
**REGULAR MEETING MINUTES – JUNE 14, 2012**

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, June 14, 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 9:0 a.m. by Mayor Rosenfield.

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

Mayor Jean Rosenfield  
Suya Davenport (Alternate for Mr. Garcia-Tunon)  
Bruce Gelb1  
Michael M. Krop  
Sandra Lansing  
Richard Lodes

Others Present:                      Ellisa L. Horvath, MMC, Village Clerk  
   Matthew Pearl, Village Attorney  
   Christopher Wallace, Finance Director  
   Carolyn Travis, Director of Tourism Marketing

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

**OATH OF OFFICE:** The Oath of Office was given to Suya Davenport, ONE Bal Harbour.

**2. PLEDGE OF ALLEGIANCE:** The Pledge was led by Ms. Lansing.

Mr. Gelb arrived at the meeting.

**3. APPROVAL OF MINUTES:**

Dr Krop requested that the line indicating that he thought that the budget would be short \$1.2 million overall be removed from the minutes (page 3).

*A motion was offered by Dr. Krop and seconded by Ms. Lansing to approve the May 10, 2012 Regular Meeting Minutes, as amended. The motion carried (6-0).*

**4. RESORT TAX FINANCIAL UPDATE:** Mr. Wallace reviewed the update provided in the agenda. He indicated that the Committee may need to consider what to do in the future, if the anticipated revenue was not received. He clarified that the question was whether or not the resort tax funds from the St. Regis would equal the amount that the Development Agreement did not provide for, since the hotel opened earlier than anticipated. Ms. Travis noted that in addition to the possible shortfall from the St. Regis resort tax revenue, \$50,000.00 had also been added as an expenditure, for the summer

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1 Mr. Gelb arrived after the Pledge of Allegiance.

program, which created an additional deficit. Mr. Wallace explained that the budget could be amended in September, if needed, by using reserves, etc. He explained that the returns from July would be received in September. Ms. Travis reported that they had originally earmarked \$150,000.00 to be cut (\$50,000.00 had been spent for the summer program, but cuts could be done of \$50,000.00 for the GMCVB and \$50,000.00 in advertising), but due to the expenditure for the summer program, \$100,000.00 could be cut if the Committee did not want to use reserves. Dr. Krop discussed the \$253,000.00 deficit, due to the funds not received from the Development Agreement. Mr. Wallace clarified that revenue for May through September had not been received. He noted that the October report would show the revenue collected in September. Dr. Krop noted that five months of expenditures would also be coming in during that period. He reviewed the monthly reports and noted that at this point there was a \$550,000.00 deficit, which would need to be received by the end of the year. Mr. Wallace agreed, but anticipated that the fund would only end up with a deficit of approximately \$150,000.00. Dr. Krop noted that cuts close to \$500,000.00 would need to be made. He discussed the Landscape Maintenance budget. Mr. Wallace anticipated that \$50,000.00 to \$60,000.00 of that budget would not be spent.

Dr. Krop discussed the total expenditure of \$989,910.00 that had not been spent in the budget. He noted that there was only about \$500,000.00 to be spent from now to the end of the year and a lot had been committed to salaries, etc. He didn't see how the Committee could wait and not take steps now. Mr. Wallace clarified that there needed to be contingent planning for the likelihood that the fund would come up short. He explained that they couldn't control the revenue, but could control the expenditures and the ability to use reserves to cover any deficit. He noted that the Committee could appropriate more money (from reserves) to cover expenditures or direct Ms. Travis to start making cuts in expenditures. He noted that any cuts done by Ms. Travis would have a direct affect on the marketing efforts. He added that the Committee could look at cutting the donation to the GMCVB. Mr. Wallace clarified that the budget would need to be amended or reserves would need to be used, which would require Council approval via an ordinance procedure.

Ms. Lansing suggested that the issue be considered at the July meeting, to have a better idea of where the fund was. Mr. Lodes agreed. Ms. Travis discussed her plan for cuts, which would be mostly in the advertising line item and less money to the GMCVB.

*It was the consensus of the Committee to have the discussion in July.*

Mr. Wallace discussed the difficulty to forecast the St. Regis revenue, but would try to forecast the anticipated amount in the fund, by the end of the year.

Mr. Gelb questioned if response had been received from the additional advertising for the summer. Ms. Travis reported additional room nights at the St. Regis, but had not heard from the other properties.

## **5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN**

**TRAVIS:** Ms. Travis discussed and reviewed the following items, provided in the agenda: Overview of In Market Reports/Activities, FAM Trips, and Trade In Market Representatives Activities.

Ms. Lansing requested that the ads be provided in a book. Ms. Travis reported that was available.

**Budget Approvals:** Ms. Travis reported that the contract for the tourism bus would end in June and requested approval of \$25,000.00 for an additional four months (through the end of September), to be re-evaluated for next year's budget. She reviewed the number of riders report and discussed the importance of the bus as an added value. She reported that the detour to Mt. Sinai and the St. Regis property would be added to the schedule July 1, 2012. Mayor Rosenfield discussed the importance of adding the stop to Mt. Sinai for the local residents. Ms. Lansing requested that the residents be notified of the stop to Mt. Sinai and also suggested that a stop be added across from the Club.

**A motion was offered by Mr. Gelb and seconded by Ms. Lansing to approve \$25,000.00 for an additional four months for the bus contract. The motion carried (6-0).**

**Public Art Project:** Ms. Travis reported that the Village was receiving a lot of public relations buzz regarding the project. She noted that the four final artists would be presenting their projects (before the curator at a public forum). She explained that they were going after art publications, to get the credibility from the art world. She discussed a charity element for the project and help for the artists commercially, since they would create a limited edition print (Village would receive the proceeds from it to pay for the program). Ms. Travis clarified that the Village would be supporting the art and artists, at no cost to the Village. She noted that a portion would go to a charity that was art focused. She explained that since permission was not received for placement of art in the medians, the following areas could be used: St. Regis Hotel lawn, light poles on Collins Avenue, various spaces at the Bal Harbour Shops, and Founder's Circle (until Dec. 5).

Mayor Rosenfield reported that the Bal Harbour Club had been sold.

Ms. Lansing spoke in favor of displaying the art at the St. Regis and Shops, to encourage people to visit the properties and spend money there. Dr. Krop noted that people may get the impression that it was a St. Regis project, if the art was only located there. Ms. Travis clarified that if another property in the Village offered their site, then it could be considered. She added that the piece would look like public art. Mr. Gelb suggested the area in front of the gated area guardhouse. Ms. Travis explained that wasn't used, due to issues with ownership.

Ms. Travis requested \$67,500.00 for the next two art projects, which she expected to be completely subsidized.

**A motion was offered by Dr. Krop and seconded by Ms. Davenport to approve. The motion carried (6-0).**

Dr. Krop questioned the status of the St. Regis discount, for Village residents. Ms. Travis introduced Michelle Pear, St. Regis, and Suya Davenport, ONE Bal Harbour.

Mayor Rosenfield reported that Marco Selva, St. Regis, was looking into a discount for residents. Ms. Travis reported that Brian Dye was no longer with the St. Regis.

***Michelle Pear, St. Regis***, explained that it was the St. Regis' intention to create special opportunities for residents. She discussed the mailer to be sent and the possibility of a VIP card for Village residents. Mayor Rosenfield questioned an offer for cabana rentals. Ms.

Pearl explained that would be part of the mailer.

Dr. Krop questioned the Village having an event with MOCA. Ms. Travis explained that was being worked on.

Mr. Gelb questioned the sale of the Bal Harbour Club. Mayor Rosenfield confirmed it had been sold and that condos for the site had been an option, but nothing had been presented to the Council. Mrs. Horvath noted that the new owners had met with the Village Manager and Building Official, regarding plans for the site.

Mr. Gelb questioned the status of the expansion for the Bal Harbour Shops. Mayor Rosenfield clarified that it hadn't been submitted to the Council yet. Mr. Gelb questioned if the Church had been sold to the Shops. Mr. Lodes confirmed that the Shops had a Letter of Agreement.

Mayor Rosenfield suggested involving the Dade County Public Schools with an art project. Ms. Travis will think of something that they could be involved in.

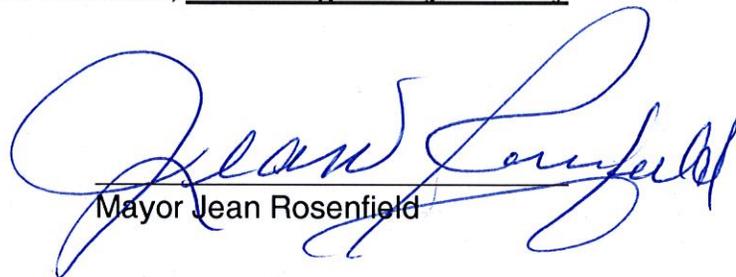
**6. DISCUSSION OF VACANT COMMITTEE POSITION:** *A motion was offered by Mayor Rosenfield and seconded by Ms. Lansing to recommend that Marco Selva, St. Regis General Manager, be appointed to the Resort Tax Committee. The motion carried (6-0).*

**7. OTHER BUSINESS:**

Ms. Travis discussed Destination Fashion in November. She reported that Departures was creating a fashion event. Mr. Lodes reported that Pit Bull and Enrique Iglesias were scheduled as the entertainment.

**8. ADJOURN:** There being no further business, *the meeting was adjourned by consensus of the Committee at 10:17 a.m.*

Attest:

  
Mayor Jean Rosenfield

  
Ellisa L. Horvath, MMC, Village Clerk