

**BAL HARBOUR VILLAGE RESORT TAX COMMITTEE**  
**REGULAR MEETING MINUTES – NOVEMBER 15, 2012**

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, November 15, 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 9:00 a.m. by Mayor Rosenfield.

Mayor Rosenfield discussed the Destination Fashion event at the Bal Harbour Shops and Departures Magazine, which attended.

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

Mayor Jean Rosenfield  
Gilberto Garcia-Tunon  
Bruce Gelb  
Michael M. Krop  
Sandra Lansing  
Richard Lodes

Others Present:

Assistant Mayor Joni D. Blachar  
Councilman Martin Packer  
Ellisa L. Horvath, MMC, Village Clerk  
Andrea Greenblatt, Executive Assistant  
Alfred J. Treppeda, Village Manager  
Matthew Pearl, Village Attorney  
Carolyn Travis, Director of Tourism Marketing  
Jay Smith, Community Outreach

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

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

**3. APPROVAL OF MINUTES:** *A motion was offered by Mr. Gelb and seconded by Dr. Krop to approve the October 11, 2012 Regular Meeting Minutes. The motion carried (5-0).*

**4. FINANCIAL UPDATE REPORT – CHRISTOPHER WALLACE:**

Mr. Wallace reviewed the update provided in the agenda. He explained that the fund balance was unaudited and unadjusted.

Dr. Krop noted that the restaurant fees were not shown for the FY13 budget. Mr. Wallace agreed that the restaurant fees were not shown as a line item, but confirmed that the budget total for the revenue was correct. He will provide another report. Dr. Krop noted that a lot of figures were missing and he requested to see the line items that were added for the total amount.

Dr. Krop reviewed the FY 13 amounts shown on the Monthly Resort Tax Revenues Last Five Fiscal Years. Mr. Wallace explained that the amount was largely attributed to the St.

Regis revenue, which wasn't collected the year before. Dr. Krop suggested that a footnote be provided to explain that. Mayor Rosenfield requested that an asterisk be used on the report, with a clarification statement.

Dr. Krop reviewed the fund balance. Mr. Wallace explained that some reserves were used to continue marketing efforts, but he thought that after the audit \$50,000.00 less would be used of those reserves than anticipated. Dr. Krop pointed out that since money wasn't used in the landscape maintenance line item that was budgeted, then less reserves had to be used. Mr. Wallace clarified that it was due to budget cuts and not as much landscaping was needed as thought.

Dr. Krop discussed the \$500,000.00 reserve for beach sand, which was no longer there. Mr. Wallace clarified that the money was still available in the total fund balance, if the Village wanted to appropriate it. Mr. Treppeda explained that other than the first renourishment (which was reimbursed) the Village had never paid for renourishment.

Mr. Gelb suggested a simpler more effective report that didn't have mistakes, etc. Mayor Rosenfield requested that Mr. Treppeda meet with Mr. Wallace regarding his report. Mr. Wallace apologized for the mistake on the column title. He will meet with Mr. Treppeda.

## **5. CONSIDERATION OF RECOMMENDATION TO THE VILLAGE COUNCIL FOR THE APPOINTMENT OF A RESORT TAX COMMITTEE MEMBER:**

The Committee considered a recommendation to the Village Council, to appoint Angelica Lenox, St. Regis Bal Harbour Resort Director of Sales & Marketing, to the Resort Tax Committee.

*A motion was offered by Ms. Lansing and seconded by Dr. Krop to delay consideration. The motion carried (5-0)*

Ms. Lenox will be requested to attend the next Resort Tax Committee meeting, to be considered.

## **6. CONSIDERATION OF PROPOSAL FOR BEACH MAINTENANCE TRIAL PERIOD:**

The Committee considered a proposal from Beach Raker, at a cost of \$5,000.00 monthly, for daily maintenance (7 days a week) of the entire beach, for a three to four month trial period.

Mayor Rosenfield explained that the County cleaned the beach, which was public, but due to the seaweed accumulation the hotels used a company for extra maintenance. She added that the hotels had suggested that maintenance be done for the entire beach. Mr. Treppeda explained that the company would help to remove litter and to concentrate closer to the properties, since the County only cleaned closer to the sea line.

Mr. Garcia-Tunon reported that the ONE Bal Harbour had seen a dramatic change since they used the company and were receiving fewer complaints from their guests and residents. He added that the St. Regis Bal Harbour also used the company.

Mayor Rosenfield noted that it may not be a good time to start the maintenance, since renourishment of the beach would start in January. Mr. Gelb pointed out that the

renourishment would be done in stages, so there would be certain areas of the beach that would still need to be cleaned. Mr. Treppeda clarified that the St. Regis and ONE would be included in the amount charged to the Village, but would not be paying. He added that the company would re-assess their rate, after the renourishment was completed.

*A motion was offered by Mr. Gelb and seconded by Dr. Krop to approve the proposal for three months (December through February). The motion carried (5-0)*

Mr. Treppeda will work with Mr. Pearl on an agreement

## **7. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS:** Ms. Travis reviewed her report provided in the agenda.

**Discussion on Bal Harbour “Tag” Line:** Ms. Travis distributed and reviewed the past, existing, and suggested tag lines. She noted that the St. Regis viewed Miami Beach as a huge asset and would like to align more closely with that. She pointed out that the Village had always described its location, but didn't say that it was in Miami Beach.

Mr. Garcia-Tunon noted that alot of people associated Bal Harbour with the Shops, but didn't associate it with the beach, etc. He discussed the need to find a way to tie everything in.

***Randy Whitman, Bal Harbour Shops***, suggested language that included the beach, such as “the most fashionable beach in Miami.”

Mr. Gelb questioned if using Miami Beach would affect the Village's relationship with the GMCVB, as far as them having more ownership of the Village. Ms. Travis didn't think so. She discussed concern with being perceived as part of Miami Beach, but agreed that the Village's location should be described.

Mr. Gelb suggested “Miami Beach's most fashionable beach resort.”

Assistant Mayor Blachar pointed out that this was Bal Harbour, not Miami Beach. She suggested “the most fashionable beach, located to the north of Miami Beach.” She spoke against leaning towards Miami Beach.

***Cheryl Stephenson, Bal Harbour Shops***, discussed the years and cost that the Whitman family and Shops had incurred marketing Bal Harbour as a destination. She explained that the stores were prohibited from advertising that they were in Miami Beach, because they had worked hard for the branding of Bal Harbour. She pointed out that Bal Harbour was known world-wide. She suggested that the beach be included, but that the Village not be referenced as being part of Miami Beach.

***Mathew Lazenby, Bal Harbour Shops***, pointed out that the Village was an international destination that had allure and he didn't think that using Miami Beach would enhance that.

Councilman Packer spoke against using Miami Beach.

Mayor Rosenfield spoke against advertising for Miami Beach and in favor of advertising Bal Harbour.

**Randy Whitman, Bal Harbour Shops**, suggested “the most elegant resort destination in Miami.” He spoke in favor of using Miami, not Miami Beach.

Mr. Gelb suggested that “Miami's most fashionable beach resort” be used.

Dr. Krop spoke in favor of the existing language, since he wasn't sure that using Miami would be better.

Councilman Packer spoke in favor of the language used in the past.

Assistant Mayor Blachar spoke in favor of the existing language, which mentioned Miami Beach, but didn't say that the Village was located in it.

Mayor Rosenfield noted that Bal Harbour was its own entity and putting Miami Beach or Fort Lauderdale would be saying something else.

**Randy Whitman, Bal Harbour Shops**, suggested that “five minutes north of Miami Beach” be used.

Ms. Lansing noted that sophisticated people around the world knew where Bal Harbour was. She added that the Village had a brand and should consider the branding that the Shops had done.

*It was the consensus of the Committee not to use Miami Beach in the tagline and to use “Bal Harbour - Miami's most fashionable beach (resort and/or destination).”*

**Destination Departures:** Ms. Travis reported that she would like some additional things from Departures for the American Express added value. She reported that this was the first event that Departures had aligned themselves with. She added that the last three issues had huge spreads for the Village.

**Unscripted:** Ms. Travis reported that great press feedback had been received regarding the public art project, which would be written about for December and January.

**ILTM Trade Show – Cannes:** Ms. Travis will be attending the trade show, with the ONE and St. Regis both in the Village booth.

**In Market Representatives:** Ms. Travis reported a total of 129 sales calls for all four representatives and a total public relations value of \$481,521.00.

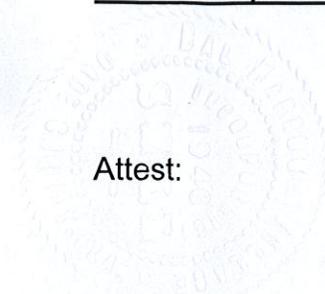
Dr. Krop requested that a thank you note be sent from the Resort Tax Committee, for the Destination Fashion event. Ms. Travis will send flowers to Ms. Sayfie. Mr. Lodes noted that 30 Village police officers had donated their time for the event. Mayor Rosenfield requested that information be placed on the web site. Mr. Smith will place the information on the web site and in the newsletter.

**8. OTHER BUSINESS:** Mayor Rosenfield announced that the next meeting was scheduled for December 13<sup>th</sup>.

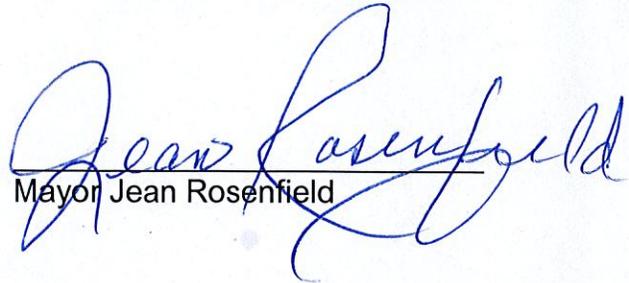
Ms. Travis reported that the movies on the beach would start the Saturday after Thanksgiving. She noted that the bus could be used for the movies and notices would be posted in the condominiums.

**9. ADJOURN:** There being no further business, the meeting was adjourned by consensus of the Committee at 10:02 a.m.

Attest:



  
Ellisa L. Horvath, MMC, Village Clerk

  
Mayor Jean Rosenfield