

BAL HARBOUR

- V I L L A G E -

Kristopher Taplin, Chair
Nikolai Ursin, Vice Chair
Beth Berkowitz
Cynthia Boyett
Elsie Howard
Rose Schreiber
Peter Willis

Village Manager Jorge M. Gonzalez
Village Clerk Dwight S. Danie
Village Attorneys Weiss Serota Helfman
Cole & Bierman, P.L.

RESORT TAX COMMITTEE

REGULAR MEETING AGENDA

JANUARY 29, 12:00 P.M.

Bal Harbour Village Hall • 655 - 96th Street • Bal Harbour • Florida 33154

1. Call to Order / Roll Call
2. Pledge of Allegiance
3. Approval of Minutes
 - December 18, 2017 Minutes
4. Discussion and Visioning Session with Quinn Public Relations
 - Daniella Turchin: Vice President
 - Katie Lisi (NYC): Account Supervisor
 - Nicky Diaz: Senior Account Executive
 - Megan Miller: Assistant Account Executive
5. Upcoming Events
 - Unscripted Bal Harbour
 - 2018 South Beach Wine and Food Festival
6. New Business
 - Beach Renourishment Discussion

Adjourn

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RESORT TAX COMMITTEE

REGULAR MEETING MINUTES

DECEMBER 18, 1:00 P.M.

Bal Harbour Village Hall • 655 - 96th Street • Bal Harbour • Florida 33154

1. Call to Order / Roll Call (1:02 P.M.)

The following members were present:

Kristopher Taplin, Chair
Nikolai Ursin, Vice Chair
Beth Berkowitz
Elsie Howard
Rose Schreiber
Cynthia Boyett
Peter Wills

The following were also present:

Jorge Gonzalez, Village Manager
Dwight Danie, Village Clerk
Ramiro Inguanzo, Assistant Village Manager
Stephanie Marquez, Deputy Clerk
Paola Larrea Busch, Tourism & Marketing Assistant

2. **Pledge of Allegiance (1:03 P.M.)** Mr. Willis led the Pledge of Allegiance.

3. **Swearing-in New Member: Peter Willis** - Mr. Willis was sworn in before the meeting.

4. **Approval of Minutes (1:08 P.M.)**

MOTION: A Motion to approve the November 6, 2017 Meeting Minutes was moved by Elsie Howard, and seconded by Chair Kristopher Taplin.

VOTE: The Motion passed by unanimous voice-vote (7-0).

5. Discussion and Presentation of Public Relations (PR) Firms (1:09 P.M.)

- **DKC (presentation at 1:09 p.m.)**

The DKC representatives Greta Vanhersecke, Briana Ciraulo, and Haven Thorn, presented their proposal. Mrs. Vanhersecke stated that they have offices in San Francisco, Los Angeles, Chicago, New York, Washington, and Miami.

Mr. Inguanzo asked if the proposed stunt events are an additional cost, to which Mrs. Vanhersecke replied that the buildout of the event is an additional cost, but the PR and partnership is part of their services.

Mrs. Howard asked what is the biggest differentiator that sets Bal Harbour Village apart from other destinations, to which Mrs. Vanhersecke replied that with the current market luxury is the biggest asset to the Village, consumers are willing to travel for food and luxury shopping, and that the family friendliness of the hotels and amenities are appealing to local and non-local tourists.

Mrs. Howard asked how available they are locally, to which Mrs. Vanhersecke replied they are open 24/7 and are available for weekly/bi-weekly meetings with staff, and are able to attend the monthly Committee meetings.

Mr. Gonzalez asked if they have worked with other municipalities, to which Mrs. Vanhersecke stated that they do not have any similar clients at the moment, but they have had similar clients in the past.

- **Cece Feinberg (presentation at 1:45 p.m.)**

Mrs. Cece Feinberg presented her proposal. Mrs. Howard asked what is the biggest differentiator that sets Bal Harbour Village apart from other destinations, to which Mrs. Feinberg replied fashion and luxury.

Mrs. Howard asked how many support staff members are in the firm, to which Mrs. Feinberg stated that there are five staff members located here in Miami.

Mr. Gonzalez asked if they have worked with other municipalities, to which Mrs. Feinberg replied they have not worked with a municipality but have had similar clients.

Mrs. Schreiber asked how available they are locally, to which Mrs. Feinberg replied that they are available for weekly/bi-weekly meetings with staff, and are able to attend the monthly Committee meetings.

- **Quinn (presentation at 2:05 p.m.)**

The Quinn representative, Daniella Turchin, presented her proposal. Mrs. Turchin stated that they have offices in Miami, New York, and Los Angeles. She stated that they are currently working with West Palm Beach to promote City Place, and that they have also worked with Oceana of Bal Harbour to promote real estate and created their Jeff Poon art partnership.

Mr. Taplin asked what would be their story for Bal Harbour Village, to which Mrs. Turchin replied that the Art program is the most untold story, and that there is a lot opportunity and potential to attract people and create new experiences.

- **Harrison & Shriftman (presentation at 2:37 p.m.)**

The Harrison & Shriftman representative, Gabriella Harris, presented her proposal. Mrs. Harrison stated that they have offices in Miami, New York, and Los Angeles, She explained that in 2004 the company was bought by Ketchum, a global public relations firm, with offices in over 68 countries.

Mrs. Harrison explained that they have worked with St. Regis in Bal Harbour, and other luxury hotels and retailers, and that they offer celebrity wrangling services.

- **Carma (presentation at 3:08 p.m.)**

The Carma representatives, Lyndsey Cooper and Ashley Jimenez, presented their proposal. Mrs. Cooper stated that their office is located in Miami.

Mrs. Copper explained that they are currently working with the Phillip and Patricia Frost Museum, local luxury hotels, restaurants, and events. She stated that they represent the Steven Starr restaurants located in the Bal Harbour Shops.

There was a general discussion among the Committee regarding the proposals presented. Mrs. Boyett disclosed that she had hired Quinn when she worked for the Conrad Hotel in Fort Lauderdale. Mrs. Howard stated that Quinn seemed to have the most tailored proposal to the aspirations of the Committee for the Village. Mr. Ursin stated that they also proposed one of the lowest monthly fees at \$6000 a month. There was a general consensus from the Committee to rank Quinn first.

There was a general discussion among the Committee members regarding Harrison & Shiftman, with a consensus that their experience in celebrity wrangling is valuable. There was a general consensus from the Committee to rank Harrison & Shiftman second.

Mr. Taplin disclosed that he has worked with DKC. Mr. Gonzalez stated that the DKC main representative is located in another state. There was a general consensus from the Committee to rank them third based on their experience and proposal with direction to staff to negotiate a lower monthly fee if they are chosen.

Mr. Inguanzo suggested hiring one of the proposed PR firms for a short-term engagement, perhaps 3 months, or for the specific events since they are already mid-season. There was a general consensus from the Committee to enter into a short term engagement.

MOTION: A Motion to rank the Public Relations firms as proposed below was moved by Chair Kristopher Taplin, and seconded by Vice Chair Nikolai Ursin.

1. Quinn
2. Harrison & Shiftman
3. DKC

VOTE: The Motion passed by unanimous voice-vote (7-0).

MOTION: A Motion to reallocate the \$40,000 for the "No New Waves" Art Exhibit to Public Relations was moved by Chair Kristopher Taplin, and seconded by Elsie Howard.

VOTE: The Motion passed by unanimous voice-vote (7-0).

MOTION: A Motion to enter into a short -term engagement with one of the proposed Public Relations Firms for \$20,000 or less, with option to renew, was moved by Chair Kristopher Taplin, and seconded by Elsie Howard.

VOTE: The Motion passed by unanimous voice-vote (7-0).

Mr. Willis asked about the Tourism Director position, and requested clarification on the staffing of the Tourism Office. Mr. Gonzalez explained the Tourism Office is made up of the Tourism Director and the assistant, Mrs. Busch, and that he and Mr. Inguanzo offer policy guidance and direction. Mr. Inguanzo explained that the media strategy is decided during the budgeting process and that the PR firm will be assisting in handling the PR for the events that were approved by the Committee during that process.

6. Upcoming Events (4:05 P.M.)

- 2018 Beach Polo World Cup
- 2018 South Beach Wine and Food Festival

Mrs. Busch and Mr. Inguanzo provided an update on the 2018 Beach Polo World Cup. Mrs. Busch stated that a pony is being proposed for photo-ops, there was a general consensus from the Committee to look into options to get a full-sized polo horse at the event and to look into other possible locations to accommodate the horse.

Mrs. Busch stated that the design of the uniforms has been approved. She stated that they have the option to sponsor banners at the Beach Polo event that will be in the background when the event is broadcasted on television, and will provide more details and pricing at the next meeting.

Mr. Willis stated that the 2019 Art Basel Show will do a car event and suggested that the Village should be involved and do a satellite show.

Mr. Inguanzo provided an update on the 2018 South Beach Wine and Food Festival. He stated that two out of the three events are already sold-out.

7. Tourism Department / Director - Update (4:28 P.M.)

Mr. Inguanzo provided an update for the Tourism Director position. He explained that Council had a retreat a couple of weeks prior and that on the agenda was an item to discuss the Tourism Office, but unfortunately they were unable to discuss it. He stated that the Council requested to have a workshop so that they can discuss the Tourism Office, and the possibility of acquiring a headhunter firm to assist in filling the Tourism Director position.

8. New Business

9. Adjourn (4:38 P.M.) - The meeting was adjourned by Chair Kristopher Taplin.



Attest:

Dwight S. Danie, Village Clerk

Kristopher Taplin, Chair