

BAL HARBOUR

- V I L L A G E -

Jeff Lehman, Acting Chair
Jassi Lekach Antebi, Committee Member
Arianna Calcaterra, Committee Member
Priscilla Khanna, Committee Member
Zushie Litkowski, Committee Member
Steve Scott, Committee Member
Peter Willis, Committee Member

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

FRIDAY, JANUARY 27, 2023 AT 11:30 A.M.

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

This meeting will be conducted virtually via "Zoom" solely for purpose of discussion. No formal action shall be taken by the Committee. Members of the public will be able to comment during the Public Comment section of the Agenda. Members of the public are also encouraged to participate by email (meetings@balharbourfl.gov) before and during the meeting.

1 CALL TO ORDER / ROLL CALL

2 PLEDGE OF ALLEGIANCE

3 INTRODUCTION & OATH OF OFFICE - NEW RESORT TAX COMMITTEE MEMBERS

4 OVERVIEW/ORIENTATION FOR RESORT TAX COMMITTEE MEMBERS

4.1 Overview Item for Discussion

- *Resort Tax Committee - Charge and Code of Ordinances*
- *Overview of Florida Sunshine Laws*
- *Overview of Resort Tax Budget / Revenues*
- *Overview of Current Resort Tax Efforts:*
 - *Special Events*
 - *Public Relations, Sales and Marketing*
 - *Media / Advertisement*

[Resort Tax Committee Overview Village Code of Ordinances.pdf](#)

[Resort Tax FY23 Operating Budget.pdf](#)

[Resort Tax Sunshine Overview.pptx](#)

5 SELECTION OF CHAIR AND VICE CHAIR

6 APPROVAL OF MINUTES

6.1 November 10, 2022 Special Meeting Minutes

[RTC 11-10-2022 Regular Meeting Minutes_ADA.pdf](#)

7 DISCUSSION REGARDING TOURISM / RESORT TAX STRATEGIC PLAN - *Grisette Roque-Marcos, Executive Director Miami Beach Visitor & Convention Authority*

7.1 Representative Agreements & VCA Scope of Services

[2022 - 2023 Spoke Comunicacao Empresarial - Professional Service Agreement.pdf](#)

[2022-2023 - Corbo Consulting Rep - US and Canada.pdf](#)

[2022-2023 - DLX Rep - Argentina.pdf](#)

[2022-2023 Professional Services ACCOMS LATAM.pdf](#)

[City of Miami Beach VCA Marketing and PR Scope of Services.docx](#)

8 DECEMBER 2022 + FY 2022-2023 RESORT TAX REVENUE / COLLECTIONS

9 FUTURE MEETING DATES / TIME

10 PUBLIC COMMENT

11 ADJOURNMENT

One or more members of any Village Committee/Board may attend this meeting of the Council and may discuss matters which may later come before their respective Boards/Committees.

The New Business and Council Discussion Section includes a section for Public Comment. On public comment matters, any person is entitled to be heard by this Council on any matter; however, no action shall be taken by the Council on a matter of public comment, unless the item is specifically listed on the agenda, or is added to the agenda by Council action.

Any person who acts as a lobbyist, pursuant to Village Code Section 2-301 (Lobbyists), must register with the Village Clerk, prior to engaging in lobbying activities before Village staff, boards, committees, and/or the Village Council. A copy of the Ordinance is available in the Village Clerk's Office at Village Hall.

If a person decides to appeal any decision made by the Village Council with respect to any matter considered at a meeting or hearing, that person will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this proceeding because of that disability should contact the Village Clerk's Office (305-866-4633), not later than two business days prior to such proceeding.

All Village Council meeting attendees, including Village staff and consultants, are subject to security screening utilizing a metal detector and/or wand, prior to entering the Council Chamber, Conference Room, or other meeting area located within Village Hall. This is for the safety of everyone. Thanks for your cooperation.