

BAL HARBOUR

- V I L L A G E -

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

TUESDAY, NOVEMBER 29, 2023 AT 10:30 A.M.

St. Regis Bal Harbour Resort · Rockefeller Meeting Rom 9703 Collins Avenue
Bal Harbour · Florida 33154

This meeting will be conducted in-person. Members of the public are encouraged to participate by calling 305-865-6449 or by emailing meetings@balharbourfl.gov before and during the meeting.

1 CALL TO ORDER / ROLL CALL

2 PLEDGE OF ALLEGIANCE

3 APPROVAL OF MINUTES

June 27, 2023 Resort Tax Committee Meeting Minutes
[ResortTaxCommitteeMinutes_June27_2023.pdf](#)

4 INTRODUCTION OF ST. REGIS BAL HARBOUR RESORT LEADERSHIP TEAM - A.
Stephen Power, General Manager

5 DISCUSSION AND UPDATE FROM ERNST & YOUNG (EY) TEAM REGARDING THE DEVELOPMENT OF A TOURISM STRATEGIC PLAN FOR BAL HARBOUR VILLAGE

6 ADVERTISING / MEDIA UPDATE

7 REVIEW OF UPCOMING SPECIAL EVENTS - PRESENTATION TO BE MADE OVER LUNCH

8 FUTURE MEETING DATES

9 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.

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RESORT TAX COMMITTEE

REGULAR MEETING MINUTES

TUESDAY, JUNE 27, 2023 AT 10:30 A.M.

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

This meeting was 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 - The meeting was called to order at 10:33 AM by Vice Chair Scott.

The following members were present:

Jeff Lehman, Chair
Steve Scott, Vice Chair (via Zoom)
Arianna Calcaterra
Priscilla Khanna
Peter Willis

The following members were not present:

Zushie Litkowski
Jassi Lekach Antebi

The following were also present:

Ramiro Inguanzo, Assistant Village Manager
Dwight Danie, Village Clerk
Paola Busch, Marketing Tourism Manager
Sylvia Flores, Director of Recreation, Arts and Culture

2 PLEDGE OF ALLEGIANCE - The Pledge of Allegiance was led by Vice Chair Scott

3 APPROVAL OF MINUTES

Resort Tax Committee Meeting Minutes - March 28, 2023

MOTION: A motion to approve the Meeting Minutes was moved by Peter Willis and seconded by Priscilla Khanna.

VOTE: The Motion passed by unanimous voice vote (6-0).

4 PRESENTATION BY ZYSCOVICH ARCHITECTS ON PROPOSED NEW ENTRYWAY SIGNAGE TO ALL ENTRANCES TO BAL HARBOUR VILLAGE

4.1 Presentation by Zyscovich Architects on Proposed New Entryway signage to all entrances to Bal Harbour Village

Mr. Inguanzo described the location of current entryway signage saying that the Village has been meaning to replace them for some time, but the proposal had been put on hold because of the ongoing capital construction. He said that Zyscovich Architects, as the architect for the Waterfront Park, the New Village Hall, and the Bal Harbour Shops, had been asked to come up with some concepts for new signage, for the current two sites and for an additional site located by the current Village Hall. He then introduced Roberto Bezold, Project/Design Manager, Zyscovich Architects.

Mr. Bezold presented concepts of different styles of signage used in other cities. He then presented different ideas for the proposed Bal Harbour signs. He described the colors and fonts for the signing to follow the BH style and showed different architectural styles. He suggested as an option utilizing a sculptural/artistic style and hiring an artist.

A general discussion ensued about the signage concepts; the general consensus was a signage that is unique, elegant, timeless, understated and clean. Mr. Inguanzo suggested adding the word "Village" to the signage concept.

Vice Chair Scott left the meeting at 11:13 A.M.

5 FY 2022-2023 (OCTOBER - JUNE) RESORT TAX REVENUE / COLLECTIONS

Mr. Inguanzo provided a summary of Resort Tax Revenues through the month of May. He noted that October, November and January were records months throughout the fiscal year thus far, last year was a record year the amount collected for May of this year is the third highest collection for the month. Hotels are transitioning back to their "new normal," restaurants are doing amazing. He noted that the both the expanded Beach Haus and the newly opened ABA are doing really well

CarolineTravis, Bal Harbour Shops, indicated that restaurant sales weredown but the numbers are still amazing, and parking numbers were up. She noted that although revenue numbers have been high, it is still really important to support and market the hotels as a destination.

Mr. Inguanzo said that the Village will be hosting the South Florida Realtor's Association quarterly meeting on August 2, for which his is still finding the venue.

Mr. Lehman noted that the numbers were going down, but there also has been addition of an expanded hotel and an restaurant, so the numbers may not be telling the whole story.

Ms. Travis announced that Cafe 31 would be opening soon in the Bal Harbour Shops in the fall, and that Makoto would be expanding on the east side of the third floor, in a space that is also being offered to a French Restaruant coming on board in Spring/Summer of 2024.

6 UPDATE ON TOURISM / RESORT TAX STRATEGIC PLAN

Mr. Inguanzo described the 5 proposals received by the Village saying that an evaluation committee is being formed to review them in early July to make a recommendation to the Village Manager, who in turn will bring the recommendation to the Village Council.

Mr. Willis asked how the RFP was distributed, to which Mr. Inguanzo said that the RFP was broadcast through the the Village's bid notification system and additionally asked the Greater Miami Convention and Visitor's Bureau and the Miami Beach Visitor and Convention Authority to distribute it throught their networks. There was a general agreement from Committee Members that experience with luxury tourism and hospitality market was an important element to consider when selecting the firm.

7 DISCUSSION REGARDING FY 2023-2024 RESORT TAX BUDGET

Mr. Inguanzo presented the proposed Resort Tax Budget for Fiscal Year 2023-2024. He first described the four categories for which Resort Tax Revenue is used: Tourism, Beautification, Activations/Events, and Safety. He then described the goals, objectives, actions to support and key priorities for FY 2024.

Ms. Busch presented the Focused Actions for 2024, and described the recent and upcoming FAM trips. She then described the recent activites undertaken in Brazil, Argentina, and Chili. She then presented the budget for Advertising and Promotions.

Mr. Inguanzo then presented the budget for the Representatives for Sales, Marketing and Public Relations. He said the budget for them is flat for now in that members of the Council question their value and in that the Strategic Plan may change priorities. He then presented the proposed budget for the Familiarzation Trips and In-Market Actions.

Mr. Inguanzo then presented the sponsorships, organizations and contributions funded by Resort Tax which included a placemaker of \$50,000 for the Homeless Trust. A general discussion ensued regarding a change implemented by the State that would allow Bal Harbour to hold a referendum that to increase the food and beverage tax an additional percent geared for the Homeless Trust (and domestic violence). Mr. Willis noted that it might be advantageous to get in early on the sponsorship of Inter Miami given that Lionel Messi would be a big draw for the Argentina tourism market.

The Committee recessed for lunch at 12:35 P.M. and reconvened at 12:58 P.M. after which Ms. Flores provided an overview of upcoming events. She said that she was exploring an immersive artistic experience that could include something like sculptures or light tunnels.

MOTION: A Motion to approve the advertising portion of the budget was moved by Peter Willis and seconded by Chair Jeff Lehman.

VOTE: The Motion was approved by unanimous voice vote (4-0).

8 FUTURE MEETING DATES/TIMES- Tuesday, July 25, 2023 at 10:30 AM

The Committee agreed to maintain the scheduled next meet: Tuesday July 25, 2023 starting at 10:30 A.M.

7 PUBLIC COMMENT

There were no comments from the public.

8 ADJOURNMENT - The meeting was adjourned at 1:27 P.M.



Jeff Lehman, Chair

Attest:

Dwight S. Danie, Village Clerk