

BAL HARBOUR

- V I L L A G E -

Jeff Lehman, Chair
Jon Bakhshi, Vice Chair
Eugenia Dwyer, Committee Member
Angelique Hibbert, Committee Member
Jassi Lekach Antebi, Committee Member
Beatriz Lobaton, Committee Member
Priscilla Khanna, 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

MONDAY NOVEMBER 17, 2025, AT 9:30 A.M.

Bal Harbour Village Hall, 2nd Conference Room
655 96th Street, 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 / PLEDGE OF ALLEGIANCE**

2. **APPROVAL OF MINUTES**

2.A Resort Tax Committee Meeting Minutes - October 20, 2025
[ResortTaxCommitteeMinutes_October20_2025.pdf](#)

3. **BACKGROUND AND OVERVIEW**

4. **VENDOR PRESENTATIONS**

- 9:45 a.m. - 10:15 a.m. - Vendor Presentation #1 (30 minutes) - **Carma Agency**
- 10:25 a.m. - 10:55 a.m. - Vendor Presentation #2 (30 minutes) - **Shade Group**
- 11:05 a.m. - 11:35 a.m. - Vendor Presentation #3 (30 Minutes) - **Purple Agency**
- 12:15 p.m. - 1:00 p.m. - Vendor Presentation #4 (30 Minutes) - **Daniella Turchin (DT Agency)**

5. **COMMITTEE DISCUSSION /VENDOR RANKING**

6. **PUBLIC COMMENT**

5. **ADJOURNMENT**

One or more members of any Village Committee/Board may attend this meeting of the Committee and may discuss matters which may later come before their respective Boards/Committees. 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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MONDAY OCTOBER 20, 2025, AT 10:00 A.M.

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1. CALL TO ORDER/ ROLL CALL The meeting was called to order at 10:45 A.M. by Chair Jeff Lehman

The following members were present

Chair Jeff Lehman
Eugenia Dwyer (11:00 A.M.)
Angelique Hibbert
Jassi Lekach Antebi
Beatriz Lobaton
Priscilla Khanna

The following were not present

Vice Chair Jon Bakhshi

The following were also present

Ramiro Inguanzo, Assistant Village Manager
Dwight Danie, Village Clerk
Paola Busch, Marketing Tourism Manager

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF MINUTES

3.A Resort Tax Committee Meeting Minutes - Sept. 15, 2025

MOTION: A Motion to approve the September 15, 2025 Minutes was moved by Jassi Lekach-Antebi and seconded by Angelique Hibbert.

VOTE: The Motion passed by unanimous voice vote (5-0).

4. RESORT TAX UPDATES

4.A Revenue + Collections -- Year to Date

Mr. Inguanzo provided an update on Resort Tax revenue for the 2024-2025 where the August 2025, total resort tax collections amounted to \$339,193, representing a 14 percent increase compared to August 2024's, adding that it was the highest August collection on record. He noted that hotel tax revenue rose by 25 percent, while food and beverage tax collections declined by 8 percent, a reduction attributed closures of Le Zoo and Aba. He said that cumulative collections through August 2025 reached \$5,794,024, reflecting a three percent increase compared.

4.B Advertising + Marketing Campaigns

4.B.1 Social Media

4.B.2 In-Market Activations

4.B.3 Fam Trips

Ms. Busch presented public relations results for print and online publications and social media posts, starting with data from Brazil. She said that she ad value is a better indicator than PR value in that ad value has a measurable impact. She said that valuing social media impressions is highly debatable and lacks a global standard, adding that Mexico was an exception. She said that her preference is to report the number of social media posts and total reach focusing on reaching target audiences.

She reported an ad value of \$642,154, with 86 online publications, six printed publications, and significant social media activity for Brazil, noting that while print reach was relatively low, the bulk of Brazil's visibility came from online channels.

Chair Lehman said that ad values exposure metrics often sound impressive but fail to translate into tangible results for hotel operators. Mr. Inguanzo asked the Chair what type of analytics would actually demonstrate value to him as a hotel general manager, to which Chair Lehman said that while digital impressions are now easier to measure than in the past, the underlying problem remains: circulation figures or impression counts don't necessarily represent genuine engagement or conversions, but are simply numbers representing "eyes," not impact.

Ms. Busch said that while they can measure direct responses, such as clicks or phone calls, the challenge lies in determining whether an impression actually leads to a meaningful action. She said that many online impressions are counted even when they appear at the bottom of a page, unseen by users adding that true value comes from measurable engagement events such as clicks or conversions.

Mr. Inguanzo said that social media measurement may be imperfect, but participation remains essential, and that Ernst & Young, had advised in their strategic plan continuing these efforts because not engaging would leave potential benefits unrealized.

Ms. Hibbert added that these efforts also contribute to branding and awareness, even when direct conversions aren't immediately visible.

Ms. Lobaton provided an example where instances where social media exposure directly influenced clients, such as wedding inquiries that began after someone saw an Instagram post.

Ms. Busch reported on to other markets, showing a sample of the Argentina report, which recorded an ad value of approximately \$1.17 million, with 92 social media posts, 11 printed publications, and substantial online activity adding that each market is unique. She reported an ad value of \$38,500 for Chile and \$386,015 for Mexico and a combined total ad value of approximately \$2 million across all countries.

Ms. Busch then reported sales efforts, noting that the Village's representatives cover major markets in the U.S., Argentina, Chile, Brazil, and Mexico. She said that the U.S. market alone achieved 1,255 sales goals and reached about 11,700 advisors.

Chair Lehman asked if the Council had access to these detailed lists of contacted agents, to which Ms. Busch said that could be shared upon request but are usually internal. Mr. Inguanzo added that Councilmembers receive tourism updates three times a year and have not sought that level of detail. Ms. Hibbert said that it provides valuable proof of engagement for hotel partners and reinforces the professionalism of the Village's outreach efforts.

4.C Special Events

4.C.1 Bal Harbour Shops 60th Anniversary

Mr. Inguanzo provided update on a proposed \$20,000 sponsorship partnership with Bal Harbour Shops for its 60th anniversary celebration scheduled for November 5, 2025. He said that the Village would underwrite the arrival experience with a branded welcome area themed "Vacationland Bal Harbour" featuring champagne service by uniformed butlers and visible branding at the entrance.

He discussed the delicate relationship with the Shops' management due to ongoing litigation between the property and the Village, but said the sponsorship had Council support.

Ms. Busch explained that while an art exhibit celebrating the Village's 80th anniversary was initially planned to coincide with the Shops' gala, production costs and tight timelines

made it impossible to complete before November, adding that the exhibit will launch later in the season.

4.C.2 Events in Bal Harbour Village

Ms. Busch provided an update on upcoming winter communications campaigns, including "Holidays in Bal Harbour," promoting December events across hotels and public spaces, and Miami Art Access, which will highlight two art installations, one by Chilean artist Anaconda Mico on the beach path and another by a Mexican artist at the park.

She said that the Village is additionally supporting Salon du Vintage, a French vintage market scheduled for December 12-14 on the waterfront noting that this will be the first time the French company has held its event outside France. She said that Bal Harbour residents would receive complimentary access, while visitors will pay a nominal entry fee

She also provided an update of a UK press trip from November 21-24, featuring five journalists and coverage in Tatler magazine.

5. PROPOSED ART EXHIBITS

5.A Bal Harbour Shops 60th Anniversary

Mr. Inguanzo provided an update on proposed art installations curated by the Opera Gallery, based at the St. Regis. He said that the partnership with the Gallery was as highly beneficial since the gallery provides artwork and insurance at no cost to the Village.

He presented the proposed rotation of outdoor artwork curated by the Opera Gallery, noting that the partnership has become central to Bal Harbour's cultural identity. The new curation, developed with input from local cultural partners and museum advisors, includes a metallic sculpture by Manolo Valdés replacing Marc Quinn's "Myth Venus", with Village Manager Jorge Gonzalez highlighting Valdés's past ties to the Village.

Mr. Inguanzo also outlined two proposed Xavier Mascaró pieces being considered for Waterfront Park, possibly for Art Basel/Miami Art Week, and new works by William Barbosa to replace Kenny Scharf's installations near the Gated Community. He concluded with abstract wall pieces by Alfred Haberpointner proposed for the Waterfront Park Community Center.

MOTION: A Motion to approve the two proposals was moved by Eugenia Dwyer and seconded by Jassi Lekach-Antebi.

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

6. PUBLIC RELATIONS DISCUSSION

Mr. Inguanzo said that an RFP would soon be issued to PR firms including Purple, Karma, Shade, and LDPR. Ms. Busch clarified that the Village did not budget for a full annual retainer, so it would pursue a limited-scope engagement focusing on event and destination promotion rather than comprehensive brand management. She noted that LDPR currently represents the St. Regis but could still participate in targeted assignments without conflict.

7. FUTURE MEETING DATES

The committee agreed to reconvene for vendor presentations on November 17, 2025, starting at 9:30 a.m., with extended time allotted for evaluations.

8. PUBLIC COMMENT - There were no comments from the public.

9. ADJOURNMENT The meeting was adjourned at 11:50 P.M.



Jeff Lehman, Chair

Attest:

Dwight S. Danie, Village Clerk