

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 MINUTES

WEDNESDAY, JANUARY 14, 2026, AT 10:30 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

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF MINUTES

- 3.A** Resort Tax Committee Meeting Minutes - November 17, 2025
[ResortTaxCommitteeMinutes_November17_2025.pdf](#)

4. DATA ANALYTICS OVERVIEW - PRESENTATION BY TOURISM ECONOMICS

5. SPECIAL EVENTS UPDATE

6. VILLAGE 80TH ANNIVERSARY

- 6.A** Logo
6.B Village Entrance Signs
6.C Events

7. NEXT MEETING DATE

8. PUBLIC COMMENT

9. END OF REGULAR AGENDA

10. 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

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 was conducted in person. Members of the public were 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** - The meeting was called to order at 9:46 A.M. by Chair Jeff Lehman

The following members were present

Chair Jeff Lehman
Eugenia Dwyer
Angelique Hibbert
Jordan Ben-Hanania (for Beatriz Lobaton)
Priscilla Khanna

The following were not present

Vice Chair Jon Bakhshi
Jassi Lekach Antebi

The following were also present

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

The Pledge of Allegiance was led by Chair Lehman.

2. Approval of Minutes

2.A Resort Tax Committee Meeting Minutes - October 20, 2025

MOTION: A Motion to approve the October 20, 2025 minutes was moved by Eugenia Dwyer and seconded by Priscilla Khanna.

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

3. Background and Overview

Ms. Busch provided a brief overview of the purpose of the meeting and vendor selection process

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) - **DT Agency**

9:48 A.M. Carma Connected (Carma Public Relations & Marketing, LLC)

Ms. Busch introduced Carma representatives Lyndsey Cooper and Ashley Jimenez-Gonzalez. Ms. Cooper provided a brief history of her organization and its growth into a communications and marketing firm that includes social media, influencer relations, digital campaigns and integrated marketing. She said that the agency has about 30 team members in Miami, with an additional Las Vegas office.

Ms. Jimenez-Gonzalez spoke about the agency's success in hospitality, culinary, arts and culture, and events, and how the changing media landscape required the agency to expand beyond traditional PR into a fully integrated service model. She highlighted clients such as 1 Hotel, Art Miami, STK, Frost Science, Wynwood Walls, and Super Blue.

Ms. Cooper spoke about Bal Harbour Village's upcoming 80th anniversary and the opportunities to elevate brand awareness across local, regional, national, and Hispanic markets, and stressed the importance of greater visibility, particularly for events and activations within the Village utilizing their relationships with Telemundo and Univision.

She described how they would approach Bal Harbour's 2026 calendar, including strategy, message alignment, national pitching, local storytelling, influencer visits, curated experiences, and proactive/reactive media outreach. She said they would have a hands-on client-service model approach where multiple team members would work collaboratively.

Mr. Inguanzo asked about their ability to provide data analytics related to ROI, including tracking conversions from media placements to actual visitor behaviors such as hotel bookings or restaurant reservations. Ms. Cooper noted they could implement tracking pixels with the Village's social media team and offered examples of campaigns where clicks and revenue were successfully tied to digital activations. She described measurement through partner feedback, such as increases in reservations following televised segments.

Chair Lehman asked what they believed the Village was trying to accomplish. Ms. Cooper said that, from a local perspective, she felt that many residents and visitors were simply unaware of the Village's events and initiatives. She said that the goal was brand

consistency, locally and nationally, through sustained messaging, programming, and presence.

Mr. Inguanzo asked about target markets such as Argentina, Chile, Mexico, Brazil, France, the UK, and Canada, to which Ms. Cooper said the agency's process for identifying feeder markets, pursuing media in those regions, and quickly building tailored messaging.

10:26 A.M. - Shade Group PR LLC

Ms. Busch introduced Shade Group representatives Haley Edelson and Bianca Overton of Shade Group. Ms. Edelson said that they had already been acting as the Village's agency of record for the past five months on specific initiatives, including Fleurs de Ville, summer campaigns, resort and hotel partnerships, influencer engagement, and national media outreach.

She said that her team already knew the Village's teams, priorities, internal workflows, and upcoming projects. She said that Shade had already integrated with Village departments, studied existing audits and analytics, and identified gaps in communication strategy. She said that their experience with local, domestic, and international markets, as well as their established relationships with the Bal Harbour Shops team, hotel PR teams, and partner institutions was important.

Ms. Edelson described her agency's background, including clients ranging from hospitality brands to national lifestyle companies, and explained the company's boutique structure, which ensures close founder-level involvement in strategy. She spoke about their offices in Miami and New York, their national and international PR capabilities, and their belief that Bal Harbour Village already has strong raw material for storytelling that simply needs to be elevated.

Chair Lehman asked whether Shade had represented destination clients before, to which Ms. Edelson provided examples including Wynwood, Miami properties, and current work in Kansas City for a major biotech hub. She described strategic pillars for 2026 including positioning Bal Harbour as a world-class luxury destination, amplifying the Village's art and cultural identity, maximizing upcoming events such as Art Basel, South Beach Wine & Food Festival, and FIFA, increasing domestic and international visibility, and supporting the Village's messaging with cohesive storytelling and media relations.

Chair Lehman asked about their understanding of Bal Harbour's challenges, to which Ms. Overton said that nationally, many people do not realize Bal Harbour Village is distinct from Miami Beach, and locally, many people have never actually visited despite being aware of it. Ms. Edelson said that brand awareness and storytelling were core challenges.

Chair Lehman asked who was the Village's competition, to which Ms. Edelson said that destinations like Palm Beach serve as case studies for how to build luxury cultural identity and noted that understanding where affluent travelers spend their time, both locally and globally, helps shape strategic comparisons.

11:18 A.M. - Purple (Purple USA Inc.)

Ms. Busch introduced Purple representatives, Kristin Chin and Megan Kelly. Ms. Chin described Purple's international footprint, including London, New York, LA, Hong Kong, Singapore, and Dubai. She described Purple's divisions: fashion, beauty, talent, and lifestyle, and explained that the Miami office, with a team of ten members, focuses on lifestyle, hospitality, food and beverage, culture, and design.

She provided a list of clients, including Glenfiddich, Hennessy, and luxury fragrance brands, global fashion houses including Hugo Boss, Bucherer, and Golden Goose. She then described their hospitality work with Edition Hotels, Standard Hotels, Nobu, Rosewood, Thompson, and various restaurants. Ms. Kelly described their event execution capabilities, referencing large-scale activations such as the Hugo Boss fashion show with Naomi Campbell and DJ Khaled, as well as collaborations for Art Basel, Miami Open, and brand pop-ups.

She described their ability to work backwards from deadlines, and their access to global media networks, including UK and European outlets that align with Bal Harbour's emerging markets. She provided examples of securing high-profile media placements, managing VIP attendance, coordinating talent performances, and supporting both local and global press coverage, noting established relationships in European and Latin American markets and the firm's experience hosting visiting press through curated stays and experiences.

She said that Purple had not handled many U.S. destinations directly but said their extensive hospitality brand experience and their work with Tampa Edition, which required place-making and community buy-in was similar to what the Village was pursuing.

12:05 P.M - DT Creative LLC

Ms. Busch introduced DT representatives Daniela Turchin and Katie Lisi, who were attending via Zoom. Ms. Turchin described her agency as a boutique PR firm with specialty expertise in hospitality, tourism, real estate, destination storytelling, and major milestone celebrations. She said that from their previous work with Bal Harbour Village and the Bal Harbour Shops, that they already know the Village's brand, history, challenges, and opportunities. She listed Florida clients including Pier 66, CityPlace West Palm Beach, Coral Gables' Biltmore, Jumeirah Hotels, and multiple Key West resorts.

She described their record in crafting historical narratives, anniversary campaigns, redevelopment stories, and destination profiles, including successes such as front-page national media coverage for Pier 66 and large-scale features for CityPlace and Key West properties.

She provided strategies for Bal Harbour's 80th anniversary, including securing exclusives with Ocean Drive, Miami Herald, WWD, and other national publications; positioning the Village as both a luxury destination and a community with deep historical roots; leveraging the new Waterfront Park for architectural/design coverage; hosting curated media

previews and luncheons; and building year-round storytelling through travel, lifestyle, business, and cultural press.

5. Committee Discussion /Vendor Ranking

The committee evaluated proposals from four public relations firms based on their alignment with the Village's anticipated priorities for the upcoming contract period. There was a general consensus that the fiscal year presented unique conditions including heightened international visibility associated with FIFA, the Village's 80th anniversary, and an expanded calendar of events and programming. They agreed that each firm was capable and professional and had distinct strengths and approaches.

There was a general consensus that based on overall fit with the anticipated scale and scope of the upcoming period, Purple was ranked first due to its experience with event-driven visibility, experiential activations, and national and international reach. DT was ranked as a strong alternative, for its strengths in traditional public relations, media relations, and consistent storytelling within a boutique model. Karma was also viewed positively for its local market knowledge and integrated communications capabilities, with consideration given to aligning scope and pricing. And the Shade Group was acknowledged for its hands-on, boutique approach and prior experience with the Village and was considered to be a capable partner whose strengths may be well suited to future engagements or periods with a different strategic emphasis.

6. Public Comment

There were no comments from the public.

7. Adjournment - The meeting was adjourned at 1:48 P.M.



Attest:

Jeff Lehman, Chair

Dwight S. Danie, Village Clerk