

BAL HARBOUR

- VILLAGE -

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

WEDNESDAY, JUNE 3, 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/ ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF MINUTES

3.A Resort Tax Committee Meeting Minutes - May 11, 2026

[ResortTaxCommitteeMinutes_May11_2026.pdf](#)

4. RESORT TAX UPDATES

- Hotel & Restaurant Closures & Openings

5. RESORT TAX REVENUE COLLECTIONS - MONTHLY AND YEAR-TO-DATE

6. ADVERTISING & MARKETING CAMPAIGNS

- Social Media
- In-Market Activations
- Fam Trips

7. FUTURE MEETING DATES

- Events in Bal Harbour Village

8. PUBLIC COMMENT

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 AGENDA

MONDAY, MAY 11, 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/ ROLL CALL** The meeting was called to order at 10:30 A.M. by Chair Jeff Lehman

The following members were present

Chair Jeff Lehman
Vice Chair Jon Bakhshi
Fabien Gnemmi (for Eugenia Dwyer)
Angelique Hibbert
Jassi Lekach-Antebi (via Zoom)
Alfredo Ortega (for Beatriz Lobaton)

The following were not present

Priscilla Khanna

The following were also present

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

- 2. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Chair Lehman

- 3. APPROVAL OF MINUTES**

3.A Resort Tax Committee Meeting Minutes - January 14, 2026

MOTION: A Motion to approve the minutes was moved by Jon Bakhshi and seconded by Angelique Hibbert.

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

4. PRESENTATION AND DISCUSSION

4.A Review Proposal from Purple PR for World Cup Activation in Bal Harbour

This item was discussed at 10:43 A.M. following Agenda Item 4.B.

Mr. Inguanzo introduced the item noting that there were ongoing legal issues involving the Shops, saying that those matters are “the elephant in the room.” He said that the tourism-related work being done by the Village must remain separate from the litigation and that the role of the Committee was to continue promoting Bal Harbour as a destination which he said included the Bal Harbour Shops.

He said that the Village had made a deliberate effort to distance its tourism efforts from the legal disputes and this approach had been discussed with the Council, and that Council was 100% supportive of maintaining that separation. He said that that Bal Harbour Shops was an important part of the Village’s identity, and that while the beach was a major asset, South Florida has many beaches, but there is only one Bal Harbour Shops.

He said \$100,000 had been previously allocated to commemorate the World Cup games in Miami. He said that Village staff and Purple had been developing a restaurant-oriented concept and that the proposal was intended to capitalize on World Cup interest by giving visitors a reason to come to Bal Harbour, engage with a soccer-themed experience, and then dine locally.

He described the proposed activation as an art-and-soccer installation by artist Jon Paul, who had received a FIFA commission connected to the World Cup. He said the installation would combine art, soccer, destination marketing, and restaurant promotion.

He showed images a soccer ball which would be about nine feet in diameter, positioned so people could walk around it and take photos. He said the activation would have multiple components, including the main exhibit on the first floor and an interactive panel. Ms. Busch added that there would be a station where visitors could buy a kit and make or stage their own ball.

Mr. Inguanzo said there would be activations on every floor of the Shops, with the main soccer ball on the first floor and an interactive panel allowing guests to design their own ball.

Babak Raheb, 128 Balfour Drive, asked whether the nine-foot ball would be in the courtyard and how much space would remain for seating, to which Mr. Inguanzo said the ball would be oriented around the seating and said the plan was to display it at Bal Harbour Shops from June 10 through June 28. He added the intent was then to remove the ball and relocate it to the Village park through the end of July to capture the remainder of the World Cup.

Mr. Gnemmi suggested David Beckham as someone with an interest in the event because of his role with Inter Miami and because his wife, Victoria Beckham, will be opening a store at the Bal Harbour Shops. Mr. Inguanzo said that staff should work with the Shops to explore whether a Beckham-related opportunity was possible.

Chair Lehman asked what Purple would do to promote the activation, to which Ms. Busch said that Purple's goal was to secure media attention at the launch, with the cocktail reception functioning partly as a media event while also allowing elected officials and others to attend. She said Purple would also be tasked with bringing media and local influencers to Bal Harbour restaurants as part of dining plans. She said Purple had asked each restaurant to create something special tied to the World Cup, such as a dish, drink, or menu item, so media and influencers could visit multiple restaurants with a World Cup-related reason to dine.

Mr. Inguanzo said the Bal Harbour Village branding would appear around the ball and that the Village logo would be placed appropriately. He said the Shops team was working with the Village to make sure Carpaccio and China Grill would have appropriate visibility, and he said the nine-foot scale was large but appropriate for the courtyard. He said that a VIP cocktail kickoff was planned around June 10, leading into the first Miami World Cup game.

He said the full activation, including the ball, kiosk, and interactive media, was about \$70,000, to which Chair Lehman asked if the ball would belong to the Village after being displayed at the Shops and potentially moved to the park. Mr. Inguanzo said it would be Village property. He suggested Founder's Circle as another possible future location. There was a general consensus from the Committee that displaying the ball on Founder's Circle was a good idea due to the amount of people that would pass by it daily.

Mr. Inguanzo said that the Village Council had already approved a \$100,000 budget for FIFA /World Cup activation, but because of the vendor costs, he needed to take the item to them for approval. He said that if the Resort Tax Committee supported the concept, he could put it on the Council agenda for the following week. Chair Lehman asked whether the \$100,000 might be better used for another purpose, to which Mr. Inguanzo said staff had considered alternatives, including beach or park activations and hiring soccer legends for unscripted events, but staff and Purple believed the art installation at the Shops best supported the goal of driving restaurant activity during the summer.

MOTION: A Motion to approved a \$70,000 investment in the proposed activation was moved by Jon Bakhshi and seconded by Angelique Hibbert.

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

4.B Review of Q1 and Q2 of Resort Tax Revenue

This item was discussed at 10:32 AM following the Approval of the Minutes

Mr. Inguanzo then said that the Committee had received the Letter to Council regarding the Resort Tax collections for the month of March. He said March had been the Village's highest March ever and highest month ever, with revenue about 10 percent over the prior year. He noted that the comparison was significant because, in March of the prior year, Le Zoo and Aba had still been open for the full month, while the newer restaurant discussed as Slims had only been open for about 10 percent of that March.

He said that the Village faced a revenue challenge because the Ritz-Carlton, which brought in close to \$400,000 during the last six months, closed on April 6.

Mr. Bakhshi asked whether the Ritz-Carlton closure could be offset by Slims Steakhouse being busy and China Grill opening soon to which Mr. Inguanzo said the openings should help fill part of the revenue gap caused by the Ritz-Carlton closure and the prior loss of Aba and Le Zoo.

5. NEXT MEETING DATE(S)

Ramiro then announced that the next regular meeting was scheduled for Wednesday, June 3, 2026

6. PUBLIC COMMENT

7. ADJOURNMENT- The meeting was adjourned at 11:26 A.M.



Jeff Lehman, Chair

Attest:

Dwight S. Danie, Village Clerk