

AGENDA



WILTON DRIVE IMPROVEMENT DISTRICT REGULAR MEETING

Wednesday, March 9, 2022 at 6:30 PM

2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. COMMENTS FROM THE PUBLIC

Any member of the Public may speak for three minutes.

5. APPROVAL OF MINUTES

- a. 2-9-22 Draft WDID Minutes

6. OLD BUSINESS

- a. Safety

- b. Marketing

- 1. Discussion of Stonewall Annual Parade and Street Festival by Jeff Sterling of WMEG

- 2. Update on Digital Marketing by Lightship Media

- 3. Update on Disney Collaboration - INFORMATION ONLY

- c. Beautification

- 1. Update on Wilton Drive Irrigation and Landscaping Project

7. NEW BUSINESS

- a. Safety

- b. Marketing

- c. Beautification

- d. Consideration of 2022-2023 Wilton Drive Improvement District Budget

8. ADJOURNMENT

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, they will need a record of the proceedings and that for such purposes they 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 based. Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at 954-390-2122 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (tdd)

- a. The Wilton Drive Improvement District will be conducting a "Hybrid" meeting in the City Commission Chambers with limited public access and utilizing communications media technology ("CMT") for additional public access.

PUBLIC ACCESS TO THIS MEETING CAN BE ACCOMPLISHED AS FOLLOWS:

The public shall be permitted to be in physical attendance in the Commission Chambers and in a designated overflow area. Capacity in the Commission Chambers will be limited to nineteen (19) members of the public. Capacity in the designated overflow area shall be limited to twenty (20) members of the public. Entry into the Commission Chambers and overflow area will be granted on a first come, first serve basis. Or Join Meeting Virtually by live stream Zoom Video Communications

Please click the link below to join the Wilton Drive Improvement District Meetings via Zoom:

<https://wiltonmanors.zoom.us/j/94617012568>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Meeting ID: 946 1701 2568

Any member of the public wishing to comment publicly on any matter may participate by:

- Submitting Public Comment in person: When an item is called each member of the public, in physical attendance at the meeting in the Commission Chamber or the overflow area, who wishes to speak will be provided an opportunity to address the Board for three (3) minutes or less.

- Participating in Meeting: Log-in to Zoom via browser, app or phone. During Public Comment portion of the agenda use Raise Hand feature to be called on. Raise Hand feature can be activated by selecting the icon. If you are on app on phone, icon is on the bottom of your screen. If you are on a tablet, icon is on the top right of your screen. If you are on a PC or laptop, icon is on the bottom of the screen. If you are calling in to the meeting, Dial *9.

- Delivery of any documents relating to public comment can be sent to plandi@wiltonmanors.com .

- If any member of the public requires additional information about a Wilton Drive Improvement District Meeting, or has any questions about how to submit public comment for the meeting, or

how to access the meeting, please contact Pamela Landi in the City Manager's Office, 2020 Wilton Drive, Wilton Manors, FL 33309, 954-390-2103, or plandi@wiltonmanors.com.

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, he/she will need a record of the proceedings and that for such purposes he/she 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 based. Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at (954) 390-2120 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (tdd)



MINUTES

WILTON DRIVE IMPROVEMENT DISTRICT
Wednesday, February 9, 2022 at 6:30 p.m.
2020 Wilton Drive, Wilton Manors, Florida 33305

CALL TO ORDER

Chair LoGrande called the meeting to order at 6:30 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present

Chair Tony LoGrande

Vice Chair Claudia Castillo

Matthew Dreger

Paul Hugo

Josie Smith Malave

John Zeiba

COMMENTS FROM THE PUBLIC

At this time Chair LoGrande opened the floor to public comment.

Hunter Stephens, 2132 NW 5 Avenue, introduced a new map of Wilton Manors highlighting the City's public art, art galleries, and other "hidden gems" within the City. Much of the map focuses on Wilton Drive, although the entire City is included. Copies of the map have been distributed throughout the City.

With no other individuals wishing to speak at this time, the Chair closed public comment.

APPROVAL OF MINUTES

January 12, 2022 Draft Minutes

Vice Chair Castillo made a motion, seconded by Member Dreger, to approve. In a voice vote, the motion passed unanimously.

OLD BUSINESS

Safety

- **Bike Repair Station**

In August 2021, Chair LoGrande had suggested the implementation of a bike repair station on Wilton Drive. A quote has been received for a small station with an air pump and other commonly used bicycle repair equipment. The cost of this proposed station is \$2500, which would be underwritten by the District.

Member Smith-Malave made a motion, seconded by Vice Chair Castillo, to authorize staff to facilitate the purchase and installation of a bike repair station on Wilton Drive, in an amount not to exceed \$2500. In a voice vote, the motion passed unanimously.

- **Update on FDOT Issues**

Pamela explained that the implementation of crosswalks is expected to take another few months. With regard to lighting, the WDID has requested spotlights on signalized mast arms on 21 Court and 7 Avenue; however, the Florida Department of Transportation (FDOT) is waiting for Florida Power and Light (FPL) to replace a number of mast arm streetlights by 20 Street. A further response from FDOT is awaited.

Businesses on Wilton Drive have expressed concern with cars stopping in the roadway in front of City Hall to drop off pedestrians, which can cause other vehicles to drive up onto the median or curb. The City is again requesting that reflectors be placed on the median.

Chair LoGrande recalled that the District has requested a lighting study for Wilton Drive that has not yet been provided. They have also requested a lighted area on 6 Avenue.

Marketing

- **Discussion of renewal of digital marketing agreement with Lightship Media and continuation of digital marketing campaign**

Representatives of Lightship Media showed a presentation on potential plans for the next three months of marketing. Targeted areas include Broward, Miami-Dade, and Palm Beach Counties. Recommended tactics include:

- Facebook video advertising
- YouTube pre-roll
- Keyword searches
- Geofencing
- Run of network advertising

The campaign will run daily, serving an average number of targets each day. Three months is the recommended time frame for any campaign, as it can take time for a campaign to target individuals and re-target them through continuing ads.

It was suggested that the WDID consider spending more money targeting seasonal visitors outside Broward County during the beginning of the upcoming season. It was noted, however, that the District cannot promote hotel or resort locations for visitors who many fly into the area.

Member Dreger made a motion, seconded by Member Smith-Malave, to authorize the renewal of an agreement with Lightship Media for digital marketing services in an amount not to exceed \$10,092. In a voice vote, the **motion** passed unanimously.

The Lightship Media representatives encouraged the WDID members to reach out to them with any demographic or geographic analytics that may be helpful in identifying and targeting potential visitors.

Beautification

NEW BUSINESS

Safety

Marketing

- **Partnership with the Disney Touring Company of Frozen the Musical**

Pamela explained that the City has been contacted by a public relations firm which seeks to create better relationships between Disney and the LGBTQ+ community. The firm has asked if the City may be interested in partnering with the musical production of Frozen, which will be at the Performing Arts Center from March 9-20, 2022. There is no cost to the City other than the use of its name and reputation to promote the event.

The members discussed the proposal, with Member Hugo and Member Smith-Malave noting that the Drive may not benefit from promotion of the event. It was suggested that there may be an opportunity to advertise the event using banners that also feature the WDID logo. It was emphasized that the firm would need to hang their promotional banners on the WDID's stanchions and then replace them with the WDID banners once the production has ended.

Member Dreger made a motion, seconded by Vice Chair Castillo, to authorize Member Dreger to pursue an agreement with Disney/Reaction Marketing to cross-promote the Disney touring production of Frozen and Wilton Drive at no cost to the District. In a voice vote, the motion passed unanimously.

Member Dreger added that he would also seek to determine if the public relations firm might hang a WDID banner in the lobby of the venue for the production.

The members briefly revisited the digital marketing discussion, noting that the campaign cannot be extended after the next three months at a similar amount: additional digital marketing would have to go through the Request for Proposal (RFP) process.

Pamela noted that Police Chief Gary Blocker had provided posters and postcards for clubs, bars, and stores on Wilton Drive to notify the public of a pickpocketing issue. It was recommended that the posters be placed in clubs where this has been a problem.

Beautification

ADJOURNMENT

The meeting was adjourned at 7:18 p.m.

Wilton Drive Improvement District

Disney Collaboration Report

Pamela Landi arranged a telephone conference between Matthew Dreger and Paul Wright, Disney advertising representative for Friday, 2-11-22.

Based on the telephone conference, Matthew Dreger as WDID represented supplied within two days:

Number and size of rectangular banners on Wilton Drive

Number and size of triangular banners on Wilton Drive

Arranged for Disney rep to pay banner printer directly to reduce production time by one week.

Arranged for Disney rep to pay banner installer directly to reduce time and process obstacles.

Arranged for traffic calming truck to assist in banner installation/take down

Supplied WDID logos to Disney rep.

Supplied WDID banner examples to Disney rep.

All information was delivered by following Monday to accomplish time lines for Broward Center Show

Disney rep took all information to higher ups and emailed back several days later saying costs and timeline were too close.

No collaboration will be forthcoming.

Submitted by

Matthew Dreger
WDID Member

BUDGET REPORT FOR WILTON MANORS
Fund: 602 WILTON DRIVE IMPROVEMENT DISTRICT

GL NUMBER	DESCRIPTION	2021-22 ACTIVITY	2021-22 APPROVED BUDGET	2022-23 REQUESTED BUDGET
APPROPRIATIONS				
Dept 5520 - WDID				
602-5520-5311.000	Professional Services	3,639	3,700	5,200
602-5520-5312.000	LEGAL SERVICES	2,450	15,290	15,290
602-5520-5341.000	Contractual Services	18,824	34,000	63,000
602-5520-5451.000	Insurance	2,618	3,500	3,500
602-5520-5481.000	PROMOTIONAL ACTIVITIES	5,580	28,000	5,400
602-5520-5482.000	Advertising	0	3,000	3,000
602-5520-5490.008	LICENSES & PERMIT FEES	0	500	435
602-5520-5521.000	Operating Supplies	475	1,200	175
602-5520-5525.003	Special Events	0	7,300	0
Totals for dept 5520 - WDID		33,586	96,490	96,000
TOTAL APPROPRIATIONS		33,586	96,490	96,000