MINUTES OF MEETING
DANIA BEACH CITY COMMISSION
BRANDING AND MARKETING WORKSHOP
WEDNESDAY, MAY 24, 2017 - 3:00 PM

1. Call to Order/Roll Call

Mayor James called the meeting to order at 3:02 p.m.

Present:

Mayor:	Tamara James
Vice-Mayor:	Bill Harris
Commissioners:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
City Manager:	Robert Baldwin
City Attorney:	Thomas J. Ansbro
Deputy City Clerk:	Tom Schneider

2. Discussion Items

Mayor James said this workshop was to discuss the MPO and collaboration needed with the City of Hollywood in order to enhance the roads from Griffin to Sheridan, as well as a new brand for Dania Beach.

Vice-Mayor Harris spoke of the meeting held with the principal partners from Kimco Dania Pointe Development and MPO members and planners where they discussed the widening of I-95 and the interchanges at Sheridan and Stirling Road, continuing down to Griffin Road, as well as additional flyovers to expedite traffic exiting to the Dania Pointe area. We hope to enlist the help of the mayors of Hollywood and Ft. Lauderdale to expedite the project. It is going to go, but we need to make it go faster.

A representative of Kimco explained the rankings of the interchanges, and noted they will be re-ranked due to Dania Pointe. He noted the three interchanges have to be done at the same time due to graded ramps and overhead ramps. Interchanges at Griffin and Stirling are presently over taxed, and any additional development beyond Dania Pointe or any future expansion of Dania Pointe could not be done. They are meeting with the MPO to try to find a way to turn what they planned to do in the future into reality today.

Bob Shapiro, developer, also addressed the MPO; there are reserve funds that could be available to Dania Beach. The MPO advised that we should pass a resolution to support whatever the MPO requirements are going to be and to cooperate with Hollywood and other stakeholders in the community; that will give the MPO a reason to pay attention to us as compared to other places. There is competition for the roadway dollars.

Commissioner Grace asked about the stoplight at NW 1st Street and Bryan Road.

Vice-Mayor Harris said he is getting conflicting information on a 3-way traffic light. It is estimated to cost $250,000.00 from the County. He added we may be able to go with 3-way stop signs with flashers on top, and is using MPO for assistance.

Mayor James asked if a traffic circle would work there.

Vice-Mayor Harris said a stop sign may be the way to go now because it is going to be temporary. This is a public safety issue for the residents, and hopefully we will have an update at the MPO meeting on June 9th.

Vice-Mayor Harris noted he will get direction at the June 9th MPO meeting regarding what is required for the resolution mentioned by Mr. Shapiro, and then get with City Attorney Ansbro to have it drafted for the second meeting in June. He added the resolution is basically for pledging our support for the project. The Commission agreed.

Mayor James clarified we are talking about Griffin, Stirling and Sheridan Roads, and if both Dania Beach and Hollywood have the same message, it would make it more likely to happen.

Commissioner Salvino noted he has a vision of a pedestrian overpass over Stirling Road between Oakwood Plaza and the Dania Pointe project. It would have Las Vegas style lights and a welcome to Dania Beach/Hollywood sign which would draw attention to Dania Beach, and could be seen from I-95. This could be a joint effort by Dania Beach, Hollywood, Kimco and the MPO.

Mayor James asked if there are any grants available for something like this.

City Manager Baldwin said we can check into it.

Mr. Shapiro spoke of similar pedestrian bridges as examples to look at to see how they were done and how much they cost.

Commissioner Grace suggested looking at the renderings the international students did several years ago at the design workshop they participated in through the CRA. She agreed we should pursue grants for this.

Commissioner Salvino said some on the commission had sat at meetings and heard about signage for the City. This is taking forever; the company we picked is slacking and we should choose companies that expedite these things. If we are going to do any branding changes, whether or not we use our old signage, the money has been budgeted for it and we need to get this done.

City Manager Baldwin noted Fred Bloetscher has been working on it; he is putting together a bid package for the big sign plus the two smaller signs.

Commissioner Salvino commented someone should call our Broward County Commissioner about what is taking so long with permits for the sign and landscaping commitments.

Commissioner Brandimarte noted the County is not happy with us.

Vice-Mayor Harris spoke to the architect of the signs and read an email from him about surveys and locations yet to be received.

2.1 Branding and Marketing

Mayor James introduced Cima Georgevich, CEO of Redline Media Group, who gave a Dania Beach Rebrand presentation, which is attached to and incorporated in these minutes.

Commissioner Salvino said signs on the sides of hotels would not comply with our code. It is likely time to change our code to accommodate the ideas presented. He asked if we could do some sort of co-op with the businesses for the signs, as the expense would be great.

Mr. Georgevich noted there are subsidy programs that would have companies help pay for the signage.

Mr. Georgevich spoke of putting together a marketing council to help steer the messaging and that would participate in subsidizing the expenses of branding. Redline Media Group, as a business, would be willing to participate in that effort, and provide their resources and experience as it relates to marketing and branding. They would team up with other notable businesses in the City that also have the same vision and feeling to propel the City forward in a progressive manner.

Commissioner Grace thought the presentation is the direction we need to go in. We have not really sold Dania Beach; she can see Dania Beach as welcome to Graceland. We need to not only entice the City but the new development coming in to be part of the branding process. We should not sit on this like we did the signs for over a year and a half.

Commissioner Brandimarte asked if Mr. Georgevich looked at the small businesses along Federal Highway and took them into consideration because they will not participate with the City. She asked if there have been graffiti problems with the various paintings presented.

Mr. Georgevich responded there is an anti-graffiti paint that can be used on crosswalks and elsewhere. He noted we cannot mandate that businesses participate; we can align ourselves with progressive business owners in the community to share our vision and push this forward.

Vice-Mayor Harris asked how soon we could get a design for banner signs for the poles since we already have the permits for the design district overlay.

Mr. Georgevich said the messaging component of it would need to first be developed. He spoke of the beach component and noted their internal proposal ties it to the common live, work, play theme; live at the beach, work at the beach, play at the beach, Dania Beach.

Commissioner Salvino felt with the aggressiveness and promotion of Redline Media, if we could come to terms with them, it would be exceptional for Dania Beach. We are just sitting here waiting to be exposed, especially with the surrounding seaport, airport, new buildings in the City, and when Dania Pointe comes into play.

Vice-Mayor Harris agreed with the emphasis on the beach. He added surrounding cities that have rebranded themselves are flourishing.

Mr. Georgevich noted culturally driven businesses come to and embrace a progressive place.

Mr. Shapiro said he volunteered to help Mayor James with rebranding and introduced her to Mr. Georgevich. He noted he is willing to participate in creating a marketing council of the different kinds of businesses in the City. He spoke of others who would be willing to be involved; we need to get the word out, get stakeholders together and meet with Mr. Georgevich to let the private sector engage, with the support of the Commission. He felt this meeting is the most important meeting we are having, to see the support of the City to do something. We need to come up with an idea of how to do the branding. He is prepared to help to put together a team of people; he wants input on who should be on the team.

Mayor James confirmed it would not cost the City anything to get started.

Commissioner Grace said we need to get this on the agenda for approval by the Commission in order to move forward.

Vice-Mayor Harris asked if we could get it on the June 13th agenda.

Mayor James said she has made notes for a resolution and possibly looking at amending sign ordinances.

Commission Salvino left the meeting at 3:51 p.m.

Mayor James introduced Erica Knowles, Executive Director, Invest Broward and Invest Miami magazines, which are guides for local and international developers. Ms. Knowles provided a sample magazine to the Commission and described the publications. They are looking at municipalities to have a chapter within the publication.

Commissioner Brandimarte felt this is more focused on investments. Locals would be more interested in a to-do guide.

Mayor James said she wanted the Commission to see the quality product they produce. Her vision is to create a trip advisor type publication for Dania Beach.

Commissioner Grace noted the Delta Airlines Magazine is more what she is thinking of, which features places to eat; in Dania Beach, Tropical Acres is the only place featured.

Commissioner Brandimarte said she does not care about what a CEO has to say. She wants a magazine that promotes where to go, what to do, and what to see.

Vice-Mayor Harris asked who would write the copy. Ms. Knowles responded they would and she explained the process. She said this is more of a business to business publication, rather than a business to consumer publication.

Mr. Shapiro noted this is really only the beginning in putting Dania Beach in a different place on the map. He noted the makeup of the business community that we need to get involved in order to come up with a business council of sorts to create a funding plan, budget and a phased program to get all this going.

Vice-Mayor Harris said Stacy Ritter is coming to Dania Beach for a lunch meeting and tour; we need to put our best face forward.

Mr. Shapiro noted in addition to Ms. Ritter, we need to get together with the Fort Lauderdale Alliance, particularly for attracting business to the area.

Rachel Bach, CRA Executive Director, said Mr. Georgevich's presentation on how to go through the branding process was spot on. She noted the CRA has to be consistent with the plan as it has to be a consistent citywide brand.

Vice-Mayor Harris said we need to comingle together what the CRA, Mr. Georgevich, and Public Information Officer Bordy have. He would like to take them to Redline Media so they can get a feel for the vibe there.

Mr. Georgevich thanked everyone for the opportunity to make his presentation. His company is rooted in Dania Beach, and can implement an effective strategy with a realistic expectation.

Mayor James thanked everyone for their time and participation. She is excited about 5-6 months from now.

3. Adjournment

Mayor James adjourned the meeting at 4:10 p.m.

ATTEST:

LOUISE STILSON, CMC
CITY CLERK

CITY OF DANIA BEACH

TAMARA JAMES
MAYOR

Approved: June 13, 2017

REDLINE MEDIA GROUP

REBRAND
City of
Dania Beach

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Steps to Developing A New Brand

Redline Media Group will engage this re-branding development project with a practical, analytical, tactical and creative approach. The Team will directly implement and engage a variety of resources, experiences and visionary characteristics to establish a new brand position for the City of Dania Beach, utilizing the follow steps:

1. Research of current market landscape, including focus groups
2. Understand short term and long term obtainable Vision of the City
3. Determine a 4-phase strategic path forward to achieve the Vision
4. Develop Re-Brand Positioning Statement
5. Develop Messaging Strategy
6. Create Naming, Logo *(Icon)* and Tagline
7. Establish Content Strategy
8. Execution Plan *(Introduction, Rollout and Maintenance Campaigns)*
9. Implement, Track and Fine-Tune

Key Steps to a Successful Brand Launch

Creative execution is important to a successful brand launch, however, when working to rebrand a city, it is important to work strategically through the entire rollout in order to ensure a successful adaptation of the new brand message. A buy-in city-wide means having the support of key influencers, prior to the public launch.

1. **Key Influencer Buy-In**
   - *Controlled exposure to key community decision makers and influencers*
2. **Community Buy-In**
   - *Presentation to community, residents, to include all views*
3. **Local Business Support**
   - *Widespread exposure to businesses around town*
4. **Public Launch**
   - *Overall rollout, public introduction and sustaining campaign*

LIMITED EXPOSURE

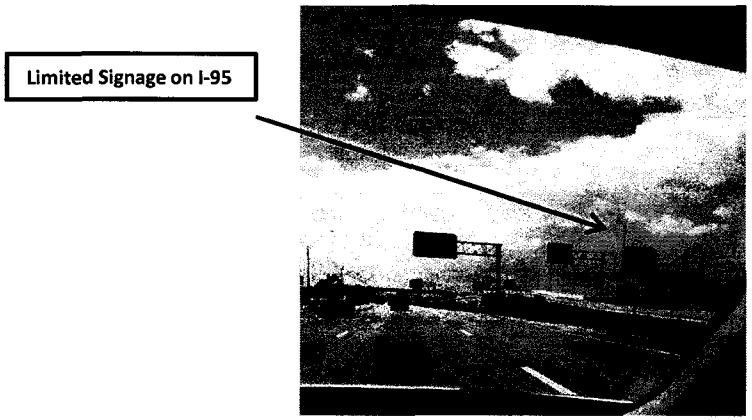
- Review Focus Group Data/Analytics
- Develop Overall Messaging Content / Execution of Positioning Strategy
- Keep the entire program confidential:

The plan needs buy-in from the entire community to maximize effectiveness, so in order to control the clear messaging of the rebrand, we suggest keeping all information to a need-to-know basis.

- Acquire buy-in from local businesses:

Meet with business leaders privately. This is a core group of responsible business owners, who we believe will be champions of the new messaging.

- Address I-95 signage for Dania Beach



SETUP CO-OP PROGRAMS WITH MAJOR LOCAL BUSINESSES

Fort Lauderdale/Hollywood International

- *Video screens highlighting local business*

Design Center of the Americas *(DCOTA)*

- *Feature Technology / Design and Creative*

Bass Pro Shops / Tesla

- *Co-branding on Interstate*
- *Convention and Visitors Bureau Advertising*

Ann Kolb Nature Center

- *Advertising partnership with key cruise lines for off-shore, end of cruise programming*

West Lake Park

- *Advertising partnership with key cruise lines for off-shore, end of cruise programming*

The Casino at Dania Beach

- *Advertising partnership with key cruise lines for off-shore, end of cruise programming*

WIDER OUTREACH & EXPOSURE

Establish buy-in from public / private businesses. Provide collateral for all local business to support positioning of overall brand message.

Window Clings | Collateral | Signage

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Wide Rollout, Public Introduction and Sustaining Campaign

1. **Press Releases**
2. **Social Media** – Messaging Strategies / Unique Engagements positioning rebrand
3. **Experiential Events**
   - Skywriter and/or banner plane.
   - Branded Activation Points throughout the City
   - Skydiver: *Public event promoted in advance. Skydiver jumps from plane with banner aiming for a target located "At The Beach. Dania Beach!" (Dania Pier).*
4. **Local Media**
   - Newspaper Coverage
   - Signage: Every aspect of Dania Beach
     - Construction Signage
     - Painted Walkways / Roads
     - Light Poles
     - Window Clings for local businesses
     - Banners on large fences throughout the city.
5. **Local, Regional and National Advertising Push**
   - Travel Pubs – hyper-targeted Florida Tourism Interest- with co-op and self-branded content
   - CruiseCritic.com
   - Trip Advisor
   - Yelp

WHAT DOES ALL OF THIS LOOK LIKE?

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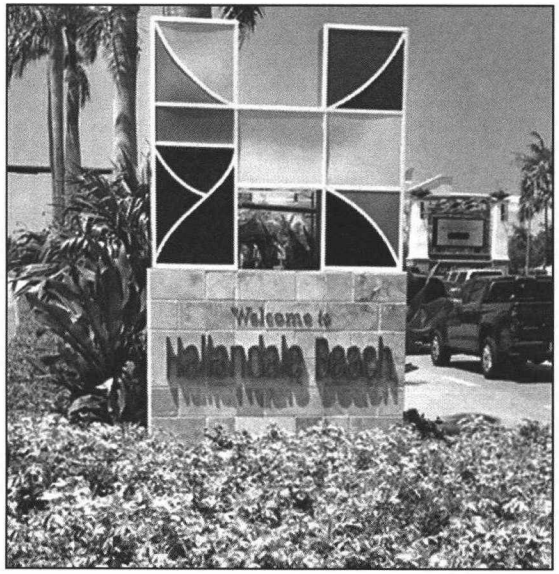
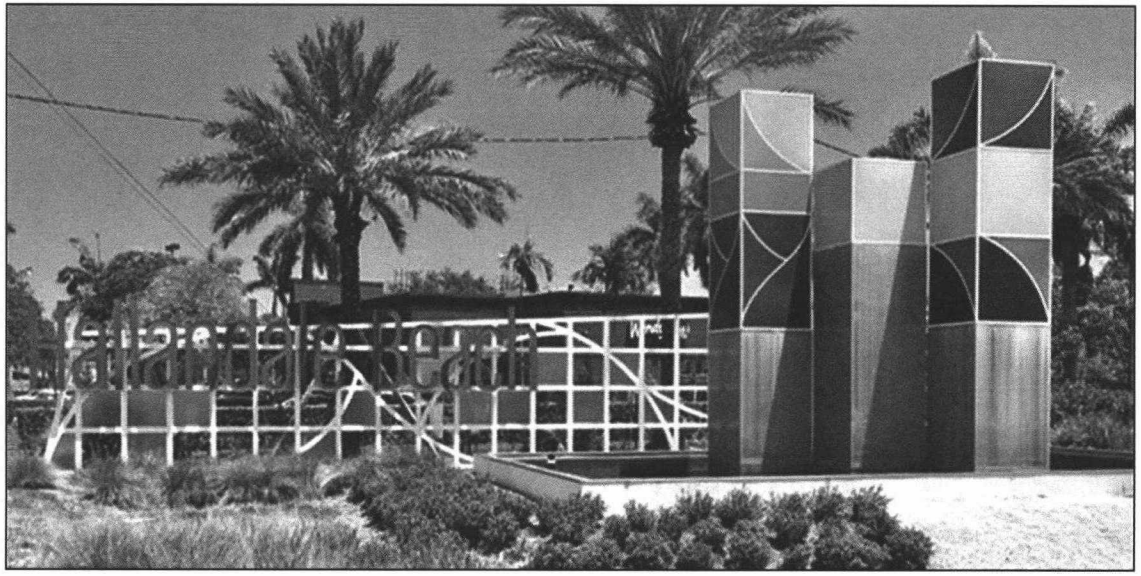
Local Market Campaigns

Before / After - Rebrand
City of Hallandale Beach

Local Market Campaigns

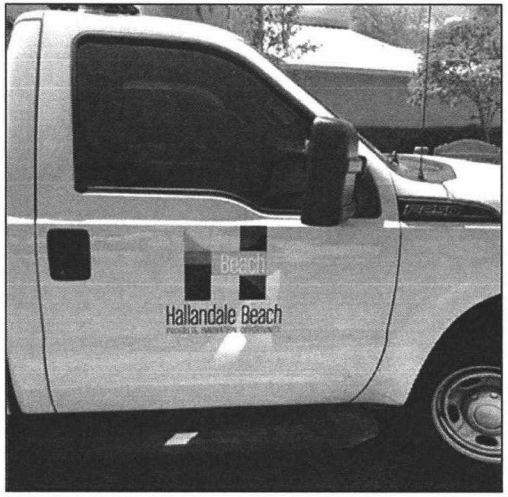
New Branded Entry Points
City of Hallandale Beach

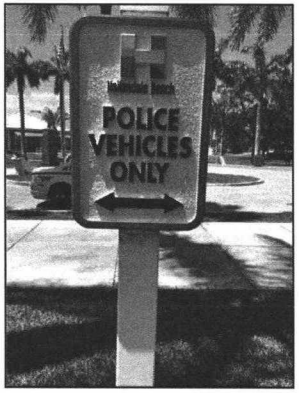


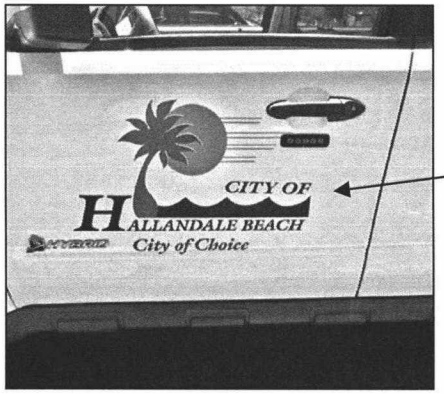


Local Market Campaigns

Vehicles / Signage
City of Hallandale Beach







Before Rebrand

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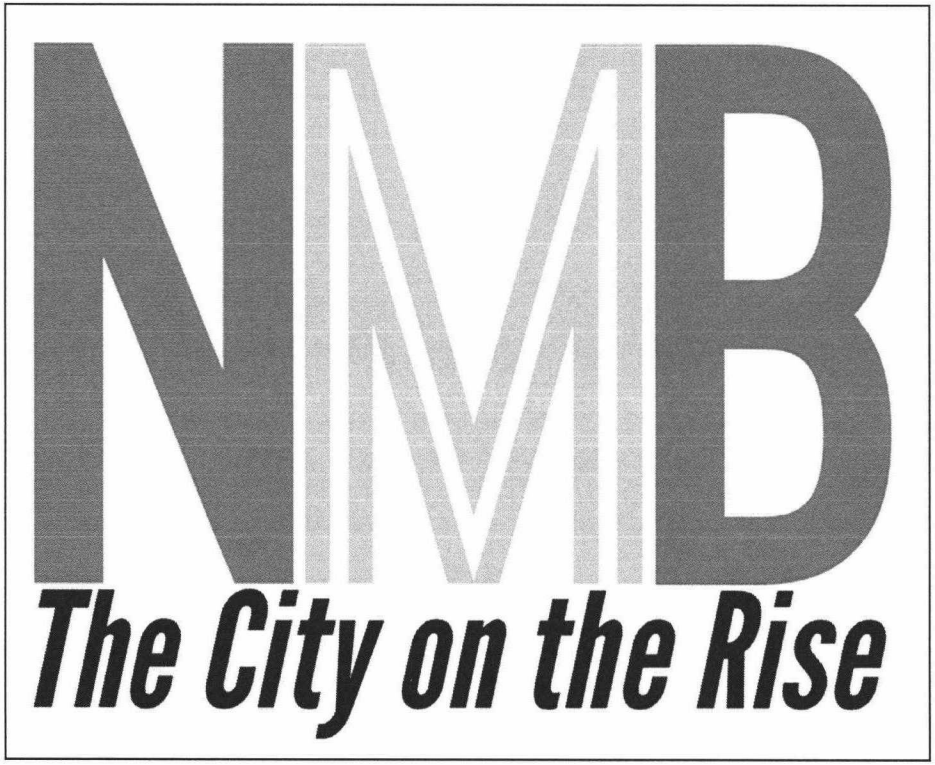
Local Market Campaigns

Digital Display Signage
City of Hallandale Beach

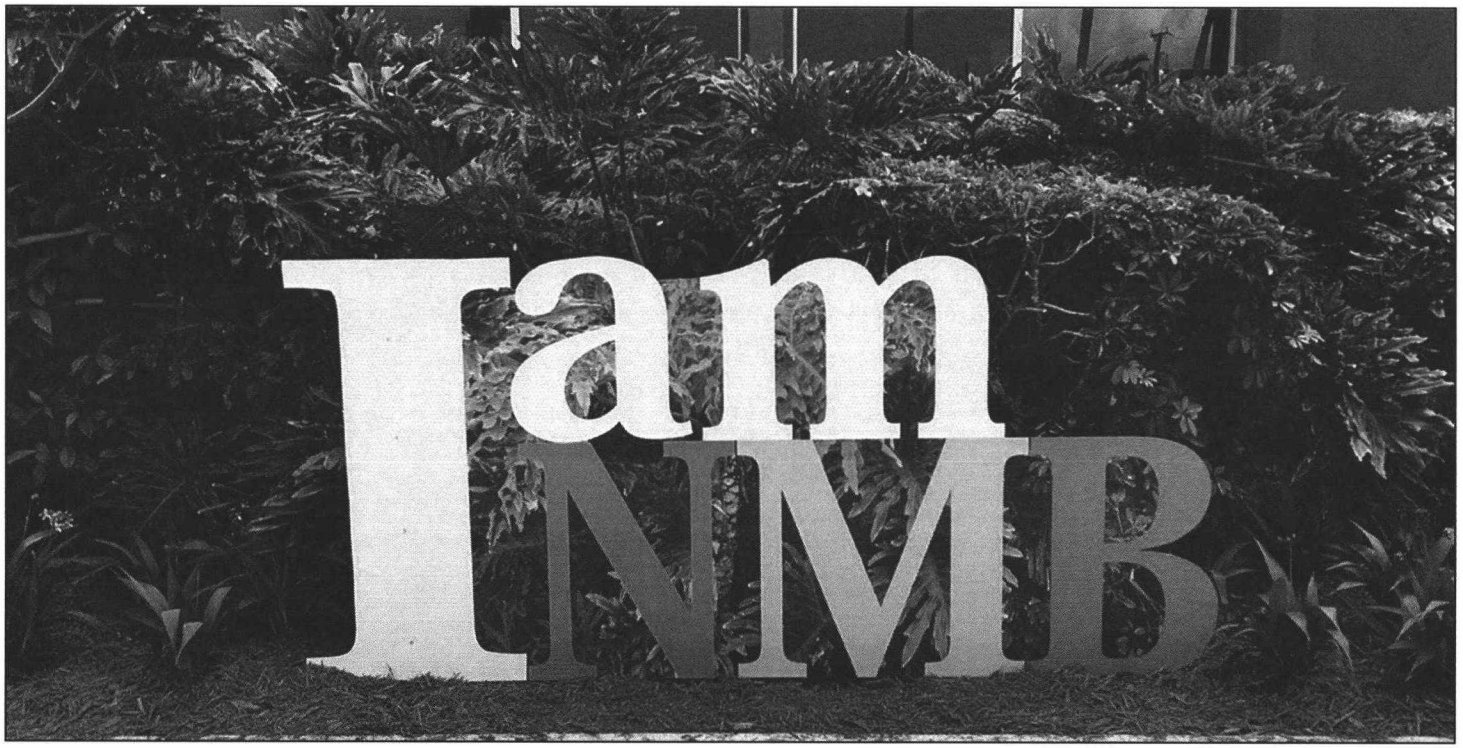
Local Market Campaigns

Rebrand
City of North Miami Beach



Local Market Campaigns

New Branded Entry Points
City of North Miami Beach

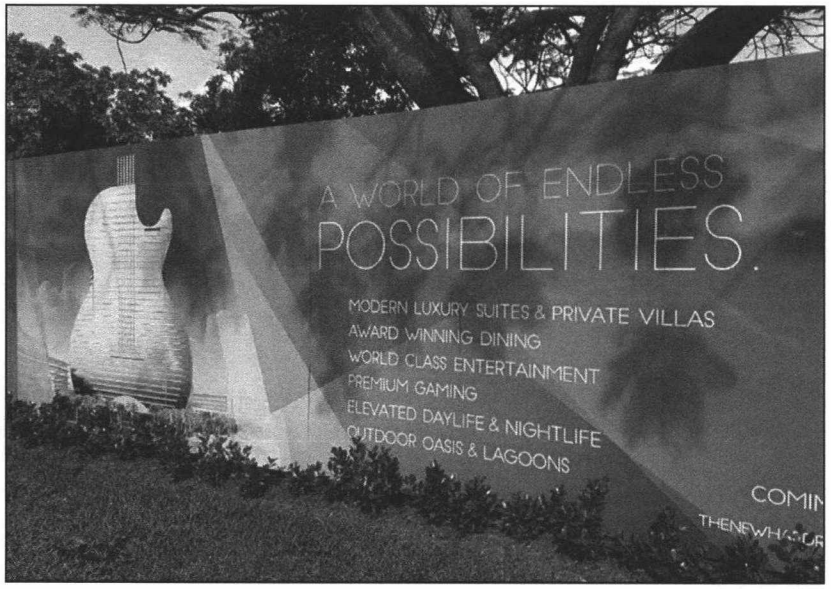


Local Market Campaigns

New Branded Entry Points
City of North Miami Beach

Local Market Campaigns

Development Creative
Graphic Construction Walls



Local Market Campaigns

Development Creative
Graphic Construction Walls

Local Market Campaigns

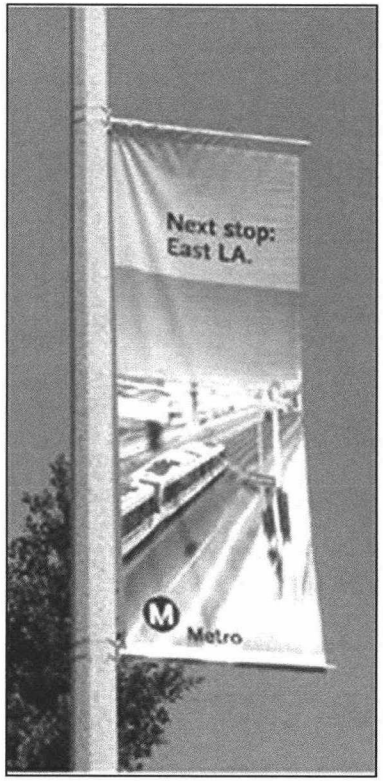
Development Creative
Graphic Construction Walls

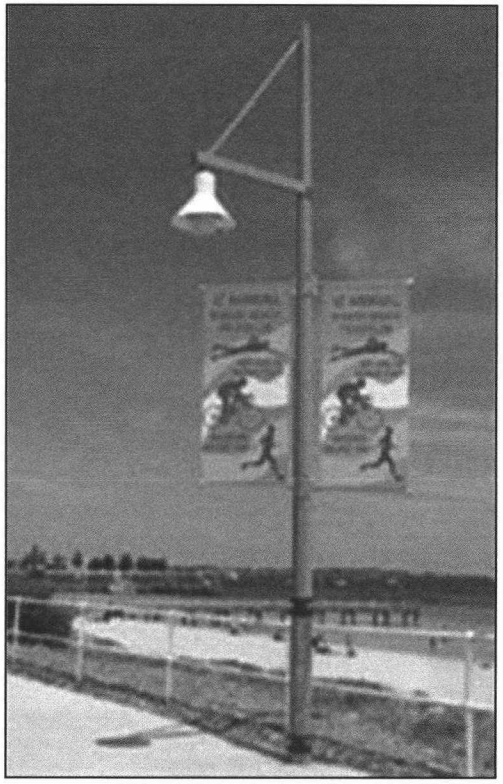
Local Market Campaigns

City Branded / Local Event Creative
Post Banners

Local Market Campaigns

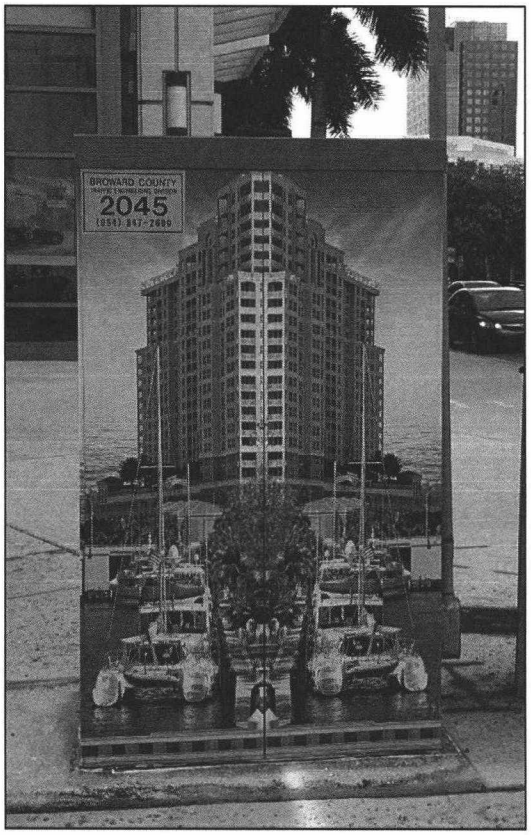
City Branded / Local Event Creative
Post Banners

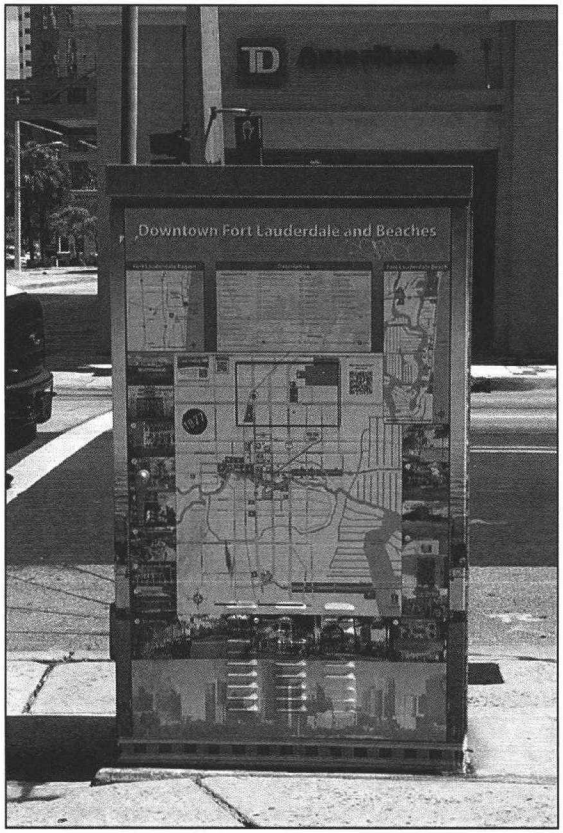




Local Market Campaigns

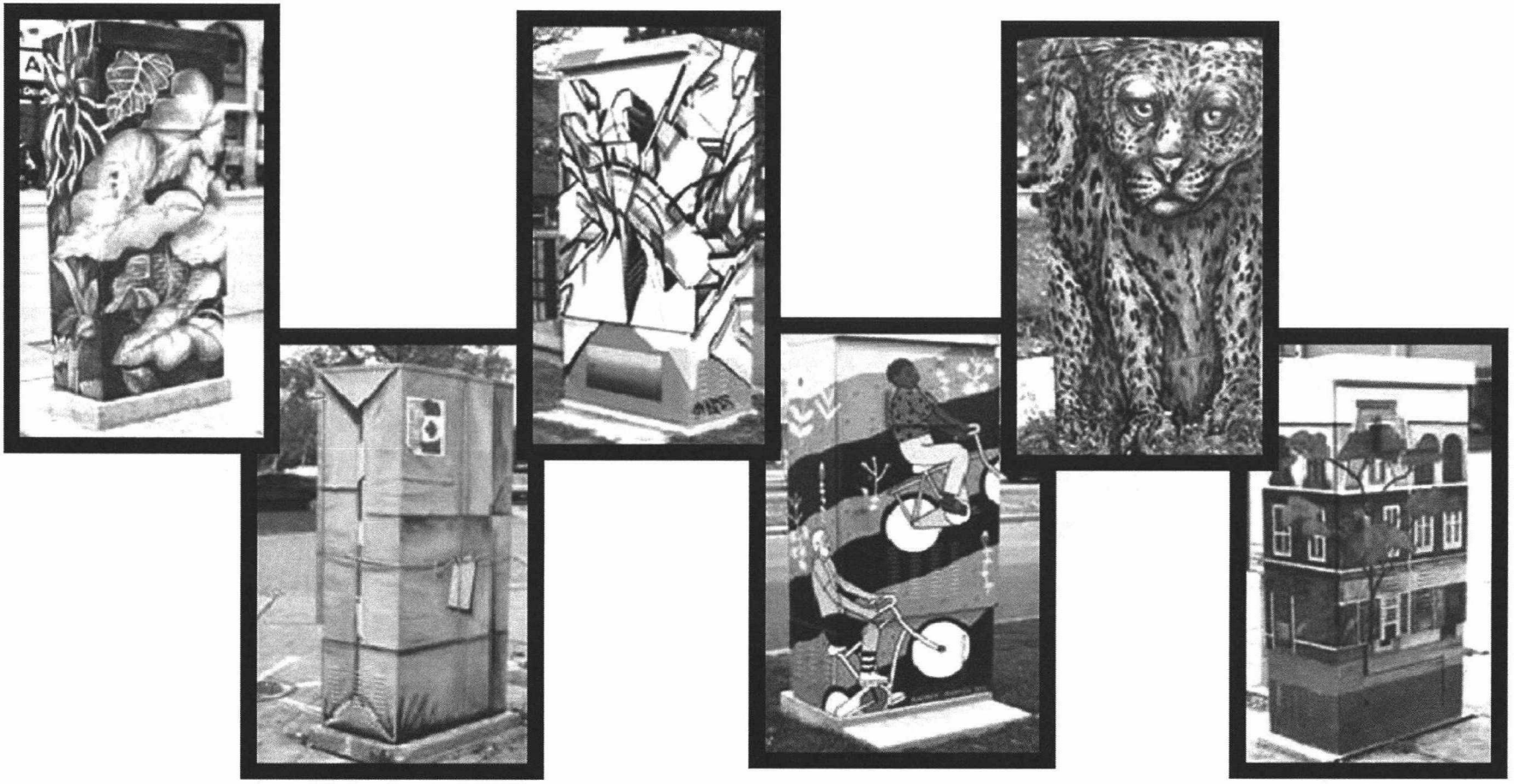
City Branded / Local Event Creative
Light Box Wraps





Local Market Campaigns

City Branded / Local Event Creative
Light Box Wraps



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Dania Beach Rebrand
Campaign Rollout
(Sample Concept Only)

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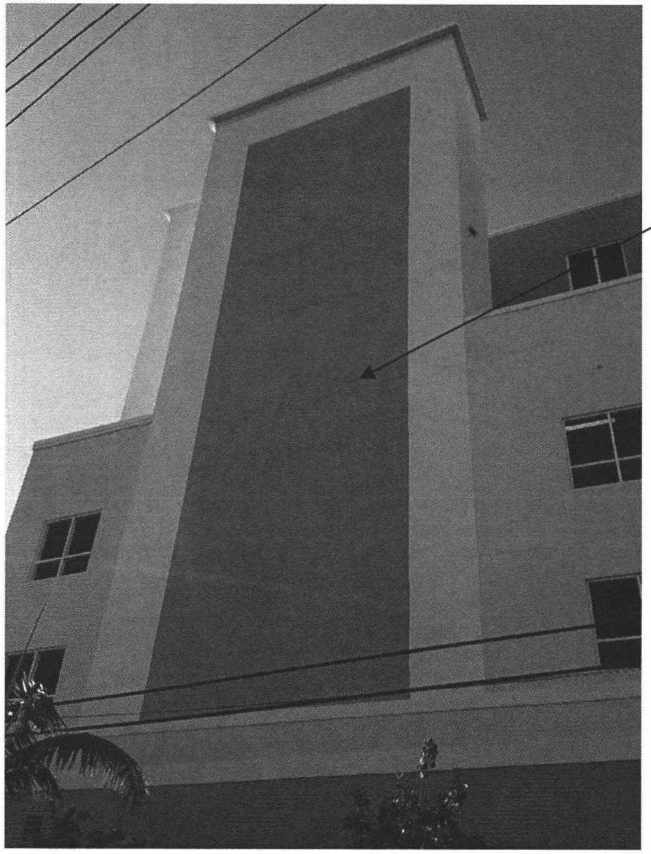
Dania Beach Campaign Rebrand
(Sample Concept Only)

Branded Messaging Walls



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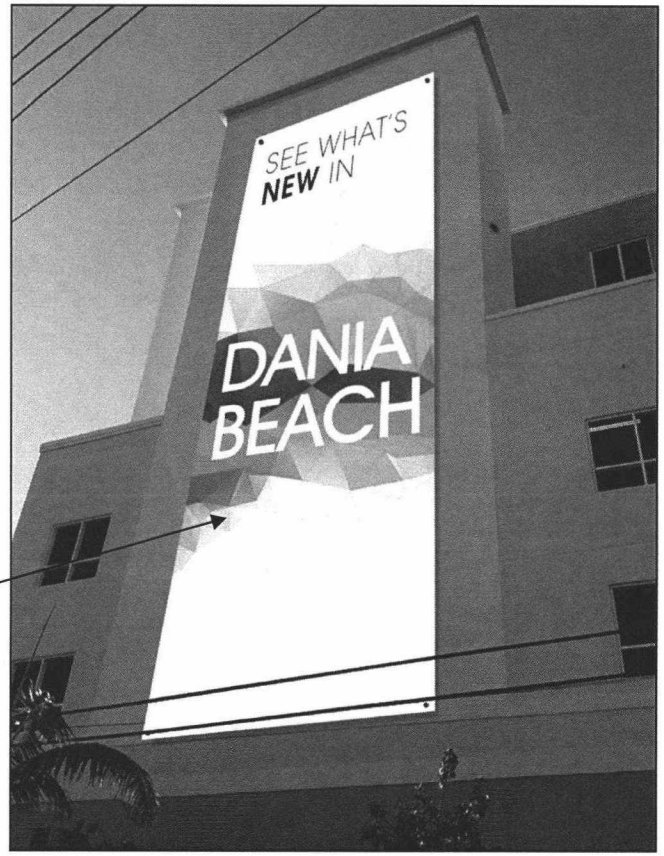

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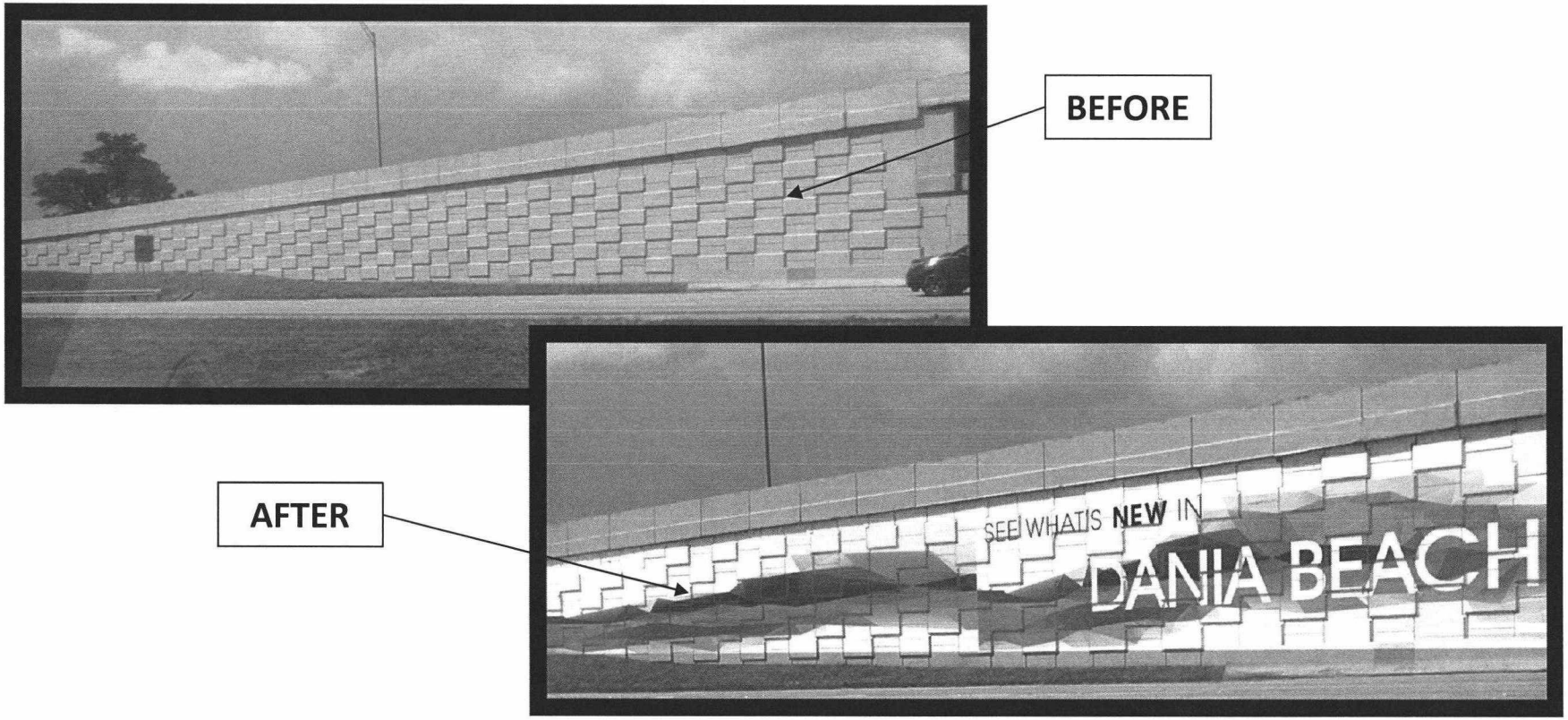
Dania Beach Campaign Rebrand
(Sample Concept Only)

Interstate Signage
Sound Barrier Murals



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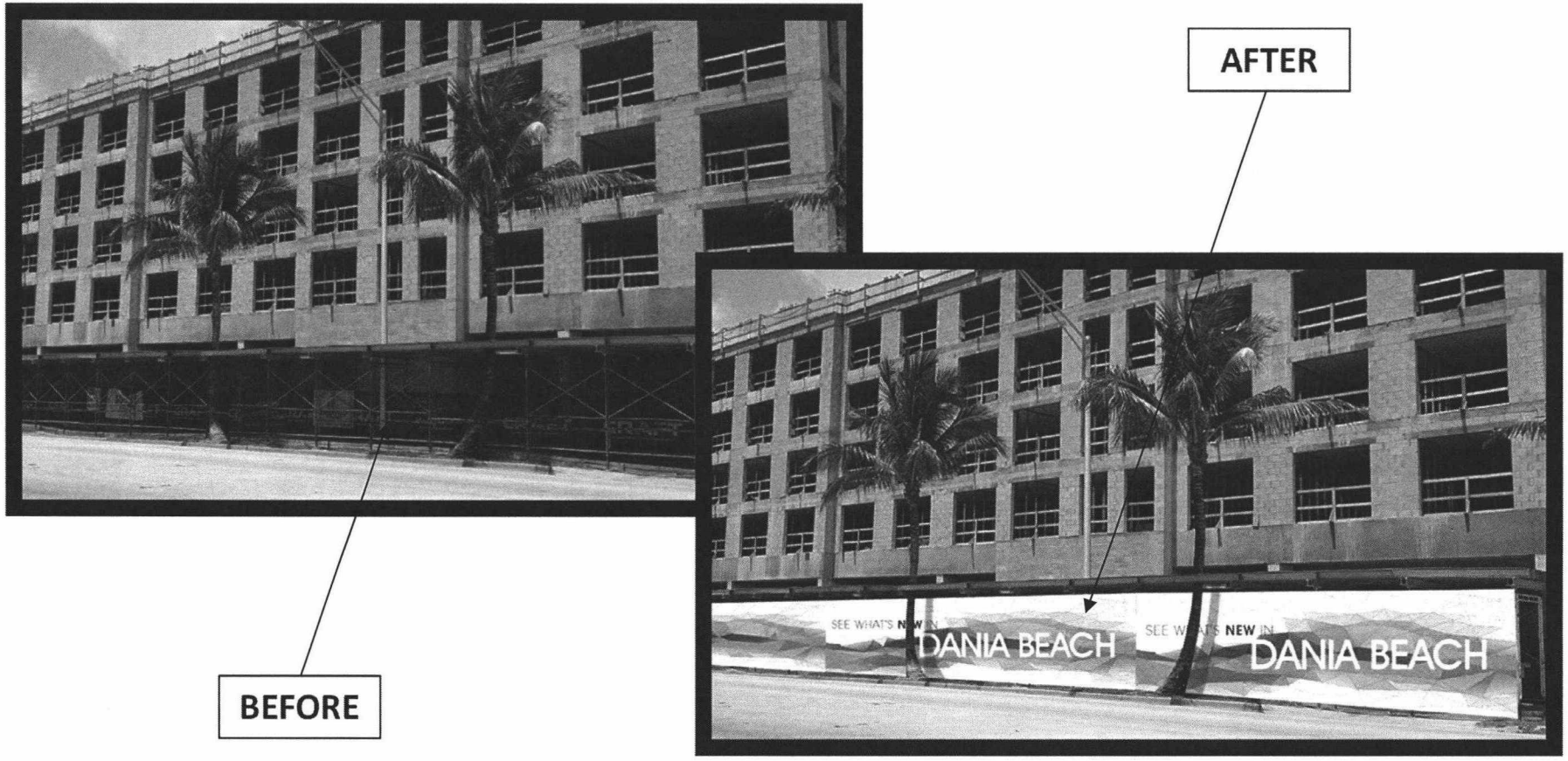
Dania Beach Campaign Rebrand
(Sample Concept Only)

Construction Wall Signage



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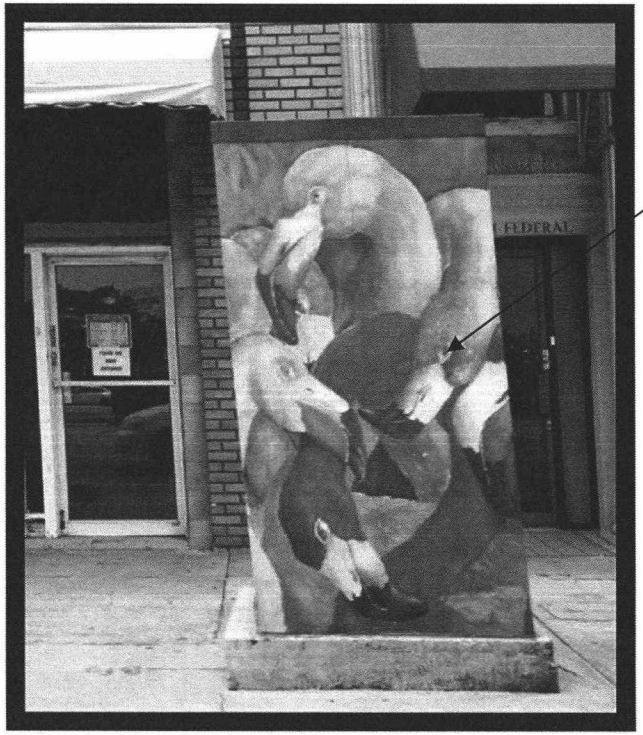
Dania Beach Campaign Rebrand
(Sample Concept Only)

Light Box Signage



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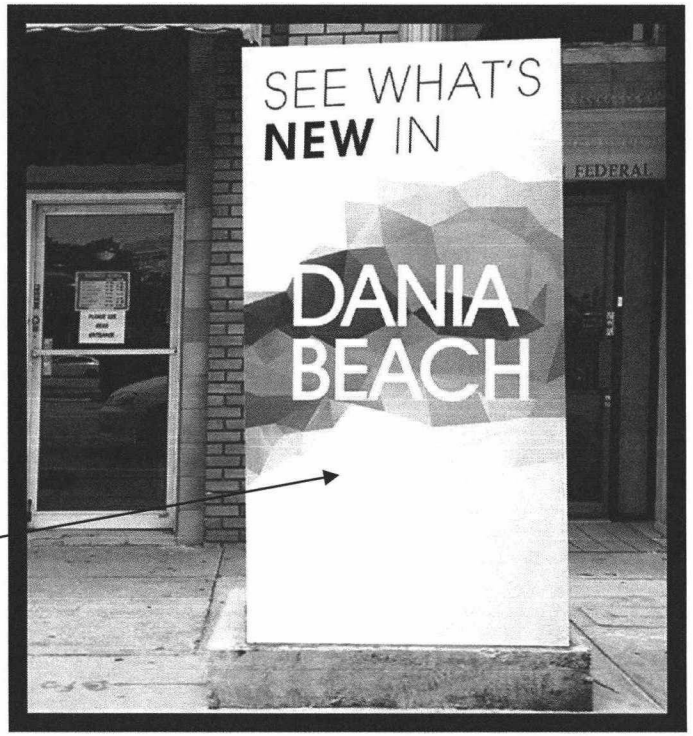

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Dania Beach Campaign Rebrand
(Sample Concept Only)

City Branded
Crosswalks / Sidewalks

BEFORE

AFTER

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Thank you for your time and consideration...

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