

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JANUARY 14, 2020 – 5:30 P.M.

1. Call to Order/Roll Call

Vice-Chair Odman called the meeting to order at 5:48 p.m.

Present:

Chair:	Lori Lewellen (via conference call)
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte
	Bill Harris
	Tamara James
Acting Executive Director:	Kathleen Weekes
City Attorney:	James White
CRA Secretary:	Thomas Schneider

2. Citizen Comments

Rev. Paul R. Wiggins, 215 NW 5th Avenue, thanked the CRA Board and staff for all that they do. He expressed concern regarding the conversation at the last CRA meeting about using CRA funding outside of the CRA district.

3. Administrative Reports

3.1 Administrative Report Memo

Acting Director Weekes reviewed the information included in the agenda packet, as well as flyers distributed to the Board, which are attached to and incorporated into these minutes.

Acting Director Weekes noted Director Williams would like to schedule a workshop on TIF funding during the week of March 9th. Vice-Chair Odman asked the Board to email their availability to Acting Director Weekes.

Board Member James spoke of guest NFL football players who would be attending the DAD event on February 1st.

3.2 Arts and Seafood Celebration Planning Update

Acting Director Weekes reviewed the information included in the agenda packet.

4. Presentations

4.1 Rebranding Advertising and Marketing Final Report: Mad4Marketing

Laura Pierson, Senior Art Strategist, Mad4Marketing, gave a presentation, which is attached to and incorporated into these minutes.

Board Member Brandimarte asked if a survey could be included in the welcome packets.

Ms. Pierson thought a survey is a great idea, but it would be better placed in hotels rather than in the welcome packets.

Board Member James noted she continues to see our branding on buses.

Ms. Pierson responded the City's branding will remain on the buses until such time as someone purchases new advertisements to replace them.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of December 12, 2019 CRA Board Meeting

Approve Minutes of December 23, 2019 CRA Board Special Meeting

5.2 Travel Requests: None

Board Member James motioned to approve the Consent Agenda; seconded by Board Member Harris. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Board Member James spoke of the Sports Clinic to be held on January 18th, the meeting at Attucks Middle School regarding school mergers, the Kwanzaa Celebration event held at the Dania Beach Library, and the groundbreaking ceremony for Spirit Airlines.

Board Member Brandimarte addressed the invocation held in the past before every meeting. She felt the Board is going back into religion again with a religious group holding an event at the PATCH, which could become an issue.

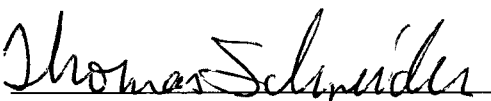
9. Information Items

There were no items on this agenda.

10. Adjournment

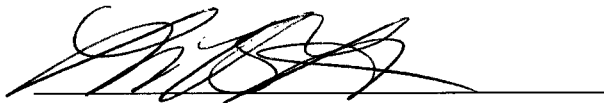
Vice-Chair Odman adjourned the meeting at 6:31 p.m.

ATTEST:



THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



LORI LEWELLEN
CHAIR – CRA

Approved: February 11, 2020





**REQUEST TO ADDRESS
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
REGULAR OR SPECIAL MEETINGS**

The Community Redevelopment Agency (CRA) is required by state law to keep minutes of CRA Board meetings. To properly identify persons who address the CRA in those minutes, the CRA requests that this form be completed and provided to the CRA Secretary, before the meeting begins.

DATE OF CRA BOARD MEETING: 1/14/, 2020
PRINT NAME: Rev. Paul R. Wiggins
ADDRESS: 215 NW 5th Ave 33004
PHONE NO. (optional): 954-644-2648

PLEASE CHECK ONE OR BOTH OF THE ITEMS BELOW:

1) ☒ CITIZEN COMMENTS:

Comments by Dania Beach citizens or interested parties that are not part of the regular printed agenda may be made during each CRA Board meeting during the period set aside for "Citizen Comments." Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the CRA Secretary immediately prior to the beginning of the meeting of their intention to speak.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

2) _____ AGENDA ITEM # _____ (AS PRINTED ON AGENDA)

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

TOUCHDOWN



BEACH

DANIA

Celebrate Super Bowl LIV in Dania Beach!

JANUARY 18 and FEBRUARY 1 - 2, 2020

Presented by The City of Dania Beach Community Redevelopment Agency, Dania Pointe, and The Casino @ Dania Beach

Sports Pros @ the Pointe

Dania Pointe

SATURDAY | JANUARY 18, 2020

10AM - 2PM

Football and Basketball Clinics
Featuring NFL and NBA veterans

Dania After Dark Tailgate Party

Dania Beach City Hall

SATURDAY | FEBRUARY 1, 2020

4PM - 10PM

Free event for all ages featuring
music, food, fun games, drumline
performances and much more

Super Saturday Edition

The Casino @ Dania Beach

SATURDAY | FEBRUARY 1, 2020

Doors open 7PM | Show at 8PM

Marvin Dixon 50 Shades of Comedy
Tickets available at The Casino @ Dania Beach

Super Bowl Sunday

The Casino @ Dania Beach

SUNDAY | FEBRUARY 2, 2020

View the Big Game on the Jumbo
Screen at the Casino @ Dania Beach

For more information visit us at: www.touchdowndaniabeach.com

Touchdown in Dania Beach, Small City of Big Possibilities. 115 Years Strong!



DANIA POINTE
SHOPS | RESIDENCES | OFFICES
DINING | ENTERTAINMENT | HOTELS

THE CASINO @
DANIA BEACH

#3.1

You and a guest are invited

Thursday, January 30, 2020

COCKTAILS • DINNER
AWARDS • DANCE PARTY
6:00 PM – 9:00 PM

MOVIE STAR or COCKTAIL/DANCE ATTIRE



GREATER FORT LAUDERDALE • BROWARD COUNTY
CONVENTION CENTER

THE GREATER FORT LAUDERDALE
BROWARD COUNTY
CONVENTION CENTER

GRAND BALLROOM
FORT LAUDERDALE, FLORIDA

RSVP online: <https://www.blacktie-southflorida.com>
enter the Event Code (right of the page): CaptainsCup2020
OR by calling 954-767-0686 or email info@WinterfestParade.com by JANUARY 21, 2020.
You will check in by name.

Additional guests may attend the Captain's Cup for a discounted rate of \$35 per person.
Must be paid in advance.

WINTERFEST, INC.

512 N.E. Third Avenue, Fort Lauderdale, FL 33301
954-767-0686
www.WinterfestParade.com





MAR 28
SAT 11-8PM

MAR 29
SUN 11-6PM

**FROST PARK | 300 NE 2ND ST
DANIA BEACH, FL 33004**

FREE EVENT

FREE PARKING: THE CASINO @ DANIA BEACH

LIVE MUSIC FEATURING:

KISS ALIVE
KISS TRIBUTE BAND

 DaniaBeachArtsAndSeafoodCelebration.com

 fb.DaniaBeachArtsAndSeafoodCelebration

ENTERTAINMENT LINEUP

KISS ALIVE
KISS TRIBUTE BAND



LAZY BONEZ
THE WOLFEPAK
MR. NICE GUY
KEDASH
WHIPPING POST
SCHOOL OF ROCK

Guests are not permitted to bring pets, coolers, tents or beverages.

 **KIMCO**



DANIA POINTE

 **DANIA BEACH**

 **DANIA HEALTH**

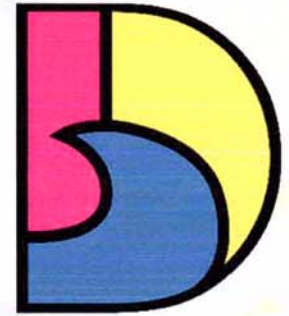


FOR MORE INFORMATION CONTACT: 954.924.6801

Live Wrestling Show by: Gangrel's Wrestling Asylum

Over 75 Artists • Crafters • Vendors
Live Performance Art • Chef Showcase
Paint and Sip • Delicious Seafood
Craft Beer • Cocktails • Food Trucks
Incredible Live Music • Kids Activities
75-Ton Sand Sculpture





DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

CRA Board Program Review

January 14, 2020



#41

Overall Objective:

- Increase awareness of Dania Beach's new branding through creative advertising campaigns, web presence, and social media initiatives.
- Drive traffic to the city for shopping, dining, leisure activities/vacations, and business.





Activities Completed:

- Strategic Planning and Campaign Development
- Concept Development
- Media Planning and Placement
- Creative Design and Production
- Search Engine Optimization
- Social Media Support
- Account Services

Media Plan

INITIATIVE/									Pg. 1/2
MEDIA	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
General Public									TOTAL
<u>Sun-Sentinel</u>								12/30	1 insertion
<u>Showtime</u>								1/2 Pg. 4/C	Vintage Motorcycle Show
106,015 Circ.								\$2,800	
<u>sunsentinel.com</u>									97,000 imps
<u>Front Page News Strips</u>	5/15 (Wed)	6/5 (Wed)	7/10(Wed)				11/16 (Wed)		4 insertions
Main News/135,230 Circ.	3"x10" 4/C	3"x10" 4/C	3"x10" 4/C				3"x10" 4/C		305,000 imps
<u>sunsentinel.com</u>	61M Imps	61M Imps	61M Imps				61M Imps		(Ent. Channel)
<u>City & Shore Magazine</u>					9/7		11/3	12/1	3 insertions
April & Nov = 130M Circ					"Food & Dining" Pg. 4/C		"Life After 50 & Arts" Pg. 4/C	"Holiday" Pg. 4/C	306,000 Circ.
Dec-46M Circ (Gift Guide)					\$2,550		\$2,550	\$2,550	
								Total	Sun-Sentinel
									\$17,786
	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEC/ JAN	
<u>Travel Host</u>		full Pg	4/C					Full Page 4/C	2 insertions
18,000 in-room @		\$1,840	JUN/JUL					DEC/JAN	
115 hotels + 96								\$1,890	
condos				half page 4/c					1 insertion
				\$1,082	Art Serve Co-op				
									\$4,812
<u>Gold Coast/ Ft. Lauderdale</u>				July/Aug/ Sept Pg. 4/c		Oct Pg 4/C	Nov/ Dec Pg. 4/C		3 insertions
25,000 Circ.				"Going Places"		"Charity"	"Arts & Ent"		
"Insider's Guide"	1x	1x	1x	1x	1x	1x	1x	1x	8 Newsletters
E-Newsletter - 14,000	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	140,000 imps
(Shared - Banner As)									
									\$7,600



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Track. Measure. Manage.

Media Plan

Out-Of-Home	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		
Billboards - 12'x50'			8 weeks starting 7/10							\$5,800
Griffin & SW 27 Ave										includes production
#455488										\$4,900
Sterling Rd 160' E/O										includes production
Hyphen Rd. #9997 & #9998										
Bus Shelters										
#903880 Dania Beach Blvd/Fronton Blvd							starting 11/4		\$1,350 +\$225	\$1,575

INITIATIVE/ MEDIA	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MEDIA	TOTAL COST
General Public (Con'd)										
Bus Ads		routes 1, 4, and 6 will run at same time for 6 months- start June 24							24 Weeks	\$18,448
3 Buses "Ultra Super Kings" - 3 Routes									2,079,837	includes production
1, 4, 6 (Sterling, Federal and A1A)									Adults 18+	
(19' W x 8' H)										
									TOTAL O-O-H	\$30,723

Small Businesses	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL GENERAL	
									PUBLIC	\$60,921
South Florida										
Business Journal		"Biz of Pride Awards"			"Real Estate"	"Marine Industry"			3 insertions	\$8,106
		6/14			9/6	10/11			27,900 circ	
9,300 Circ		1/2 Pg/4/C			1/2 Pg/4/C					
Morning E-mail		1x			1x	1x			3 Weeks	\$6,870
23,000 opt-ins		M-F			M-F	M-F			69,000 circ	
728x90		6/9			9/8	10/6			TOTAL B2B	\$14,976

Winterfest										\$5,000
Digital Advertising							Geo-targeted campaign			\$5,000
									TOTAL ALL	\$85,897



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Track. Measure. Manage.

Creative Design, August-December



Ad Design –

- We continued to develop additional creative based on the selected concepts for multiple media outlets.
- Some of this creative is shown below

Creative Design, August-December Ads




COME FOR THE BOATS.



STAY FOR THE BOUTIQUES.



DISCOVER DANIA BEACH – Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment, come discover why Dania Beach is a great destination to live, work and play.

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

Gold Coast Magazine
Monthly circulation –
25,000

Monthly Print
Readership – 278,000

Digital Edition page
views – 34,900



COME FOR THE PIER.



STAY FOR THE CHEER.



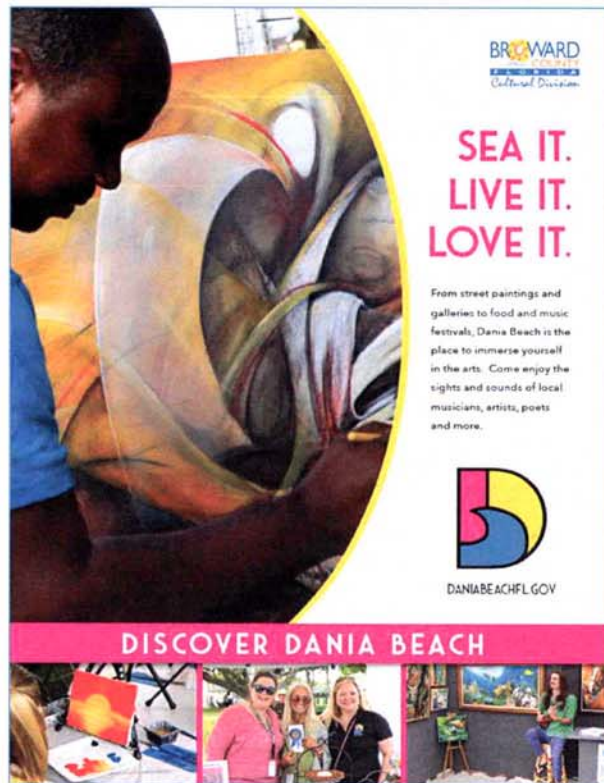
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SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

Track. Measure. Manage.



Creative Design, August-December Ads



TravelHost/Artservice Co-op

TravelHost Magazine

In 18,000+ hotel rooms, 96 prestigious condominium buildings, and 11 marinas

Issue readership – 200,000

Track. Measure. Manage.



Creative Design, August-December Ads



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.



OPEN FOR BUSINESS

The City of Dania Beach loves welcoming new businesses and helping them thrive. We are attracting visitors from near and far with our freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

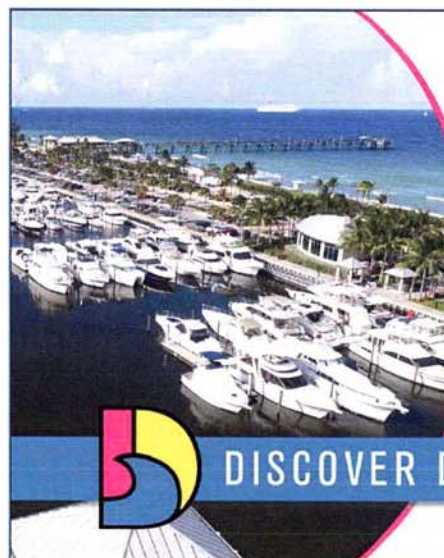
DISCOVER DANIA BEACH

SEA IT. LIVE IT. LOVE IT.

DANIABEACHFL.GOV

South Florida Business Journal –
Paid Circulation – 9,891 affluent top business leaders

South Florida Business Journal –
Marine Industry Issue



WELCOME ASHORE

Whether you come by land or sea, the City of Dania Beach is bustling with activity and fun things to do! We are attracting visitors from near and far with our many marinas, freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

SEA IT. LIVE IT. LOVE IT.

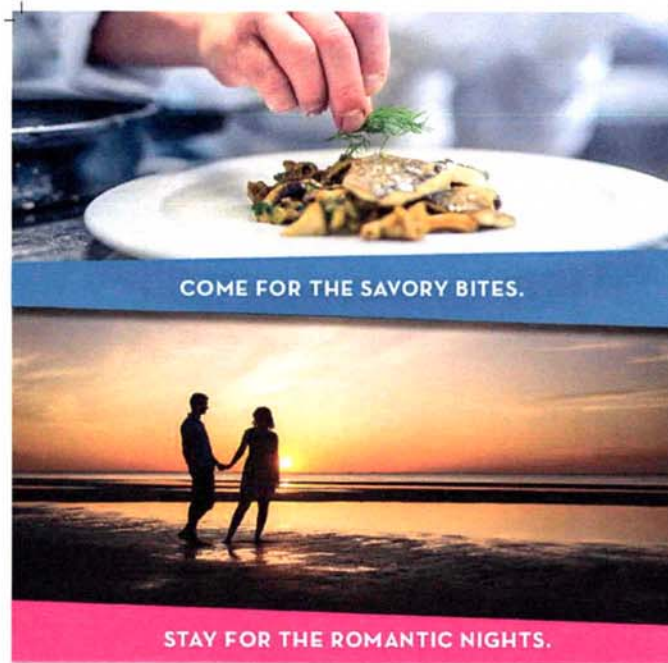
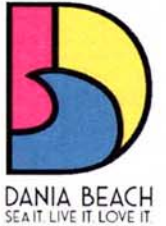
DANIABEACHFL.GOV

DISCOVER DANIA BEACH

Track. Measure. Manage.



Creative Design, City & Shore Print Ad



DISCOVER DANIA BEACH – Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment, come discover why Dania Beach is a great destination to live, work and play.

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

Track. Measure. Manage.



Creative Design and Production – Digital Ads

Digital advertisements – Sun Sentinel, Gold Coast Insider eNewsletter, SFBJ Morning email



City & Shore – Animated Banner



Sun Sentinel – Static Banner – 61,000 impressions



South Florida Business Journal – Animated Digital Banner



Gold Coast Insider – 14,000 subscribers

Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)

Out of Home – Billboards, Bus Shelters, Ultra King Buses



14' x 48' Billboard at Griffin Road and SW 27th Avenue – 8 weeks

Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)



Ultra King Bus Ads – 3 routes for 6 months, estimated impressions 2,079,837 Adults 18+



Track. Measure. Manage.

Creative Design and Production – Out of Home (OOH)



Ultra King Bus Ads – 3 routes for 6 months each, estimated impressions 2,079,837 Adults 18+



Track. Measure. Manage.



Creative Design and Production – Out of Home (OOH)

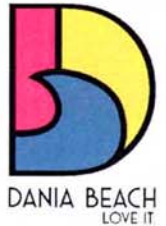


Ultra King Bus Ads – 3 routes for 6 months each, estimated impressions 2,079,837 Adults 18+

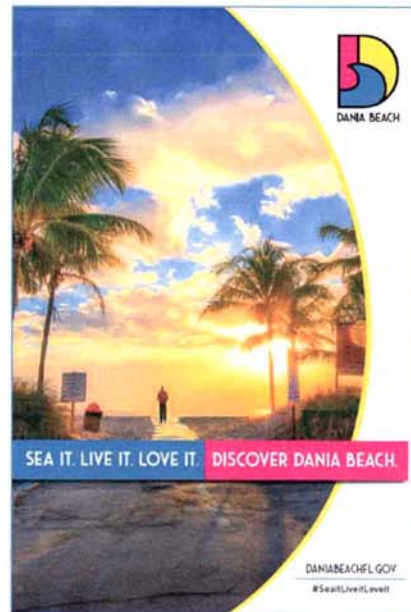


Track. Measure. Manage.

Creative Design and Production – Out of Home (OOH)



Clear Channel Outdoor – Bus Shelter
Run dates 8/5 – 9/1



Clear Channel Outdoor – Bus Shelter
Run dates 11/4 – 12/1

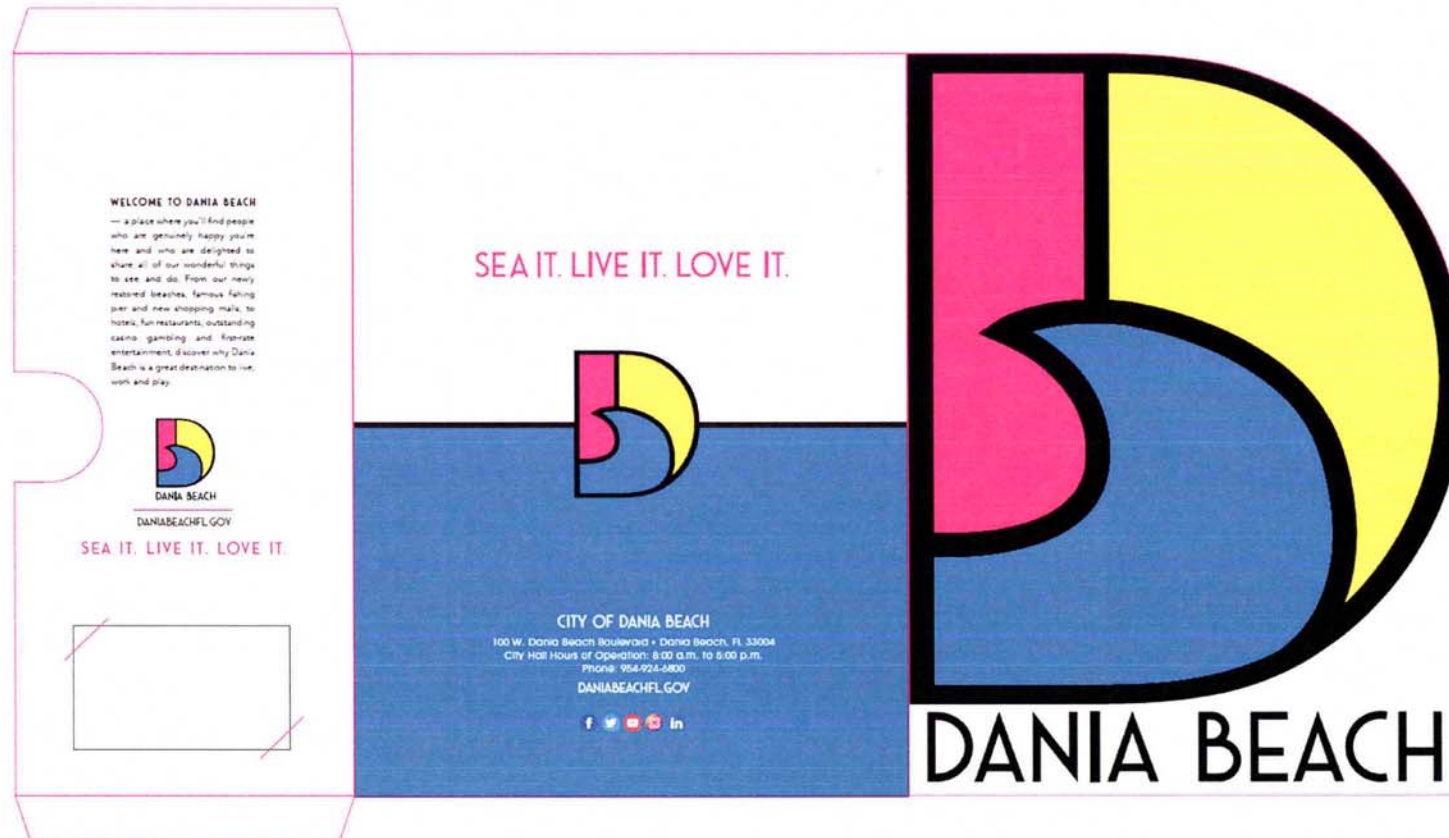


Programmatic Digital Banners

Track. Measure. Manage.



Creative Design – Print Collateral



Pocket Folder –
City Welcome
Packet

Outside

Track. Measure. Manage.



Creative Design – Print Collateral



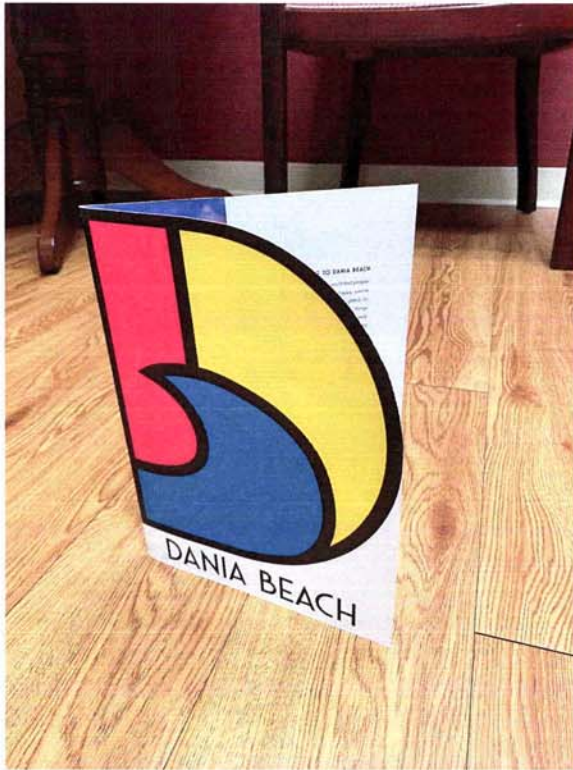
Pocket Folder –
City Welcome
Packet

Inside

Track. Measure. Manage.



Creative Design – Print Collateral



Track. Measure. Manage.



Search Engine Optimization (SEO)

The purpose of this initiative is to help the City of Dania Beach appear more often and higher in the list of search results on Google and other search engines for various key search terms.

Overall Results:

- Traffic is up 25% for Users and 37% for New Users (Nov 2019 vs Nov 2018).
- The Beach Pier Webcam page - <https://daniabeachfl.gov/1640/BeachPier-WebCam> continues to be a primary search driver month over month with over 5714 clicks in November (~15% of traffic).





Search Engine Optimization (SEO)

- The top search terms are variations on “dania beach cam” (ie “pier,” “webcam,” “live cam,” etc).
- **The BIG story of 2019** – search impressions and clicks continue to be up dramatically for top pages and terms. November impressions are over 635,619 compared to 320,000 in May 2019.
- Organic Search traffic is the dominant form of traffic to the website from July 2019 – November 2019 (see below) – 7.75% increase over the same period in 2018. Referral traffic is also up as a result of digital ads we have run that link back to the website, and social visits have also seen an increase.



Search Engine Optimization (SEO) - Results



Acquisition Overview

  All Users
+0.00% Users

+ Add Segment

Primary Dimension:

Conversion:

Top Channels ▾

All Goals ▾

Edit Channel Grouping

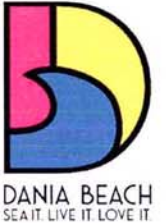


To see all 5 Channels click [here](#).

Track. Measure. Manage.



Social Media Support

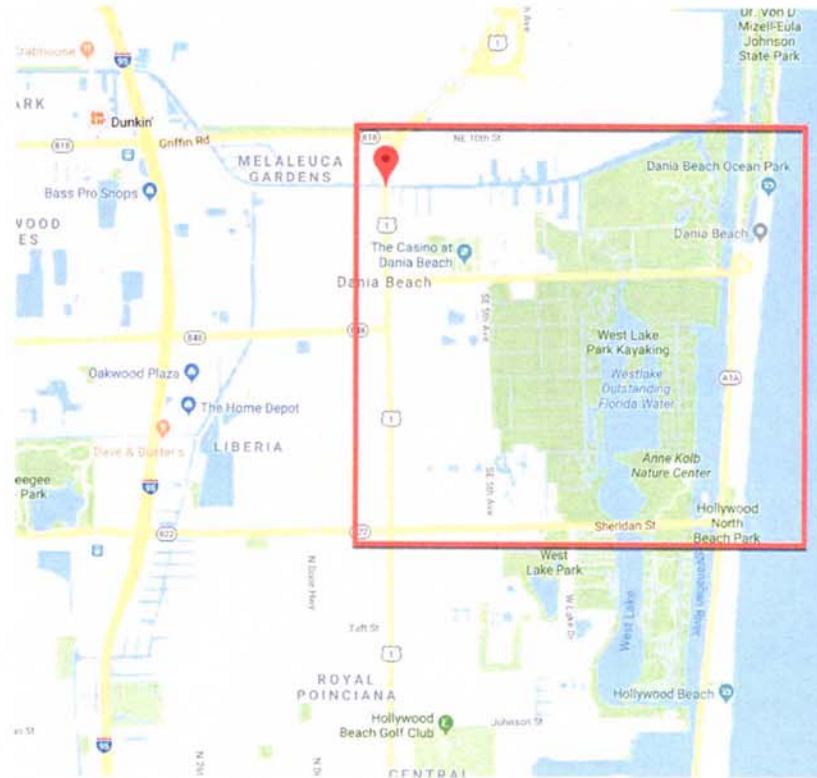


Mad 4 Marketing supported the City of Dania Beach social media efforts until mid-September, when our access was removed. We are unable to pull any data or insights without access, but the numbers continued to look very positive up until this point.

Programmatic Digital Ad Campaign

Mad 4 Marketing ran a digital advertising campaign that used geo-targeting and device ID targeting to reach people who fall into one or both of these two categories:

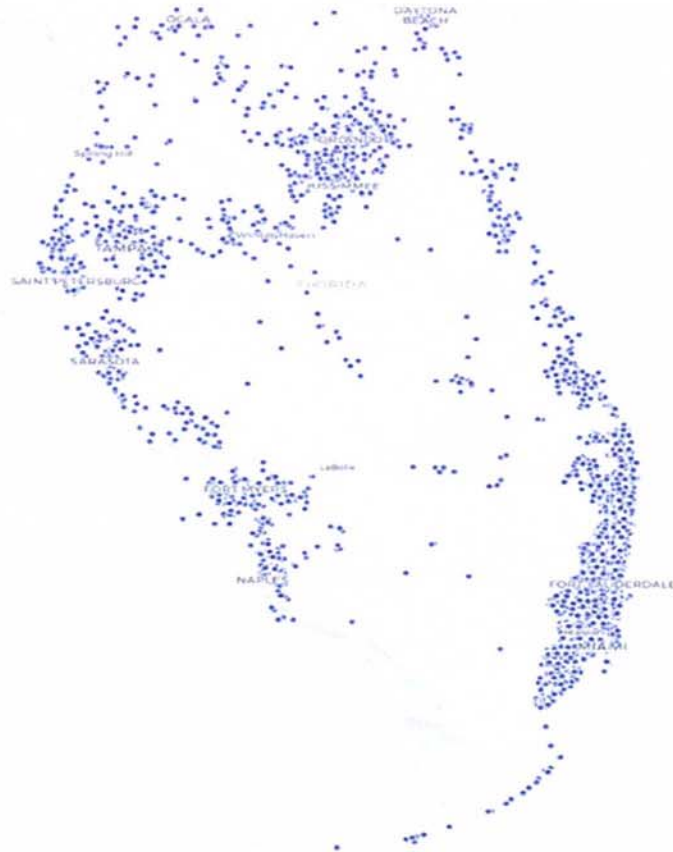
- Frequent vacation travelers – These individuals are frequently using travel apps, seen at airports, hotels, and vacation destinations
- Casual diners – Individuals that are likely to go out to a restaurant for dinner within driving distance of Dania Beach



Track. Measure. Manage.



Programmatic Digital Campaign



By looking at Device ID data, we geo-targeted different areas for vacation travelers (Orlando, Naples, Fort Myers) and casual diners (Miami to North Broward, near the coast) and served up ads accordingly.

This graphic shows where our visitors came from. These dots represent device IDs that traveled into our geo-targeted area during the month.

2,234 unique visitors

3,457 visits



Programmatic Digital Ad Campaign



Dates: Oct 15 - Nov 15, 2019

Campaign: Discover Dania Beach

Mobile Device ID Targeting

Line Item Name	Booked Impressions	Impressions	% Served	Clicks	CTR	Estimated Spend
Vacation Travel Audience	500,000	501,066	100.21%	2,228	0.44%	\$3500.00
Casual Diner	214,286	214,698	100.19%	643	0.30%	\$1500.00
ADDED VALUE - Casual Diner	72,000	72,758	101.05%	188	0.26%	\$0.00
TOTAL	786,286	788,522		3,059	0.39%	\$5000.00

(Industry benchmark for CTR is .15% - .25%)

Track. Measure. Manage.



Account Services

Mad 4 Marketing supported all of the above initiatives through the following activities:

- Regular communication with the CRA team
- Facilitating bi-weekly meetings (every other Friday) with the CRA and the City of Dania Beach Public Information Officer to review all activities and ongoing-results
- Reporting on campaigns and progress on all initiatives at each meeting
- Providing and getting approval on all creative and media expenditures
- Developing/participating in co-op relationships where applicable (i.e. Dania Pointe, Winterfest)
- Presentations to CRA Board and City Commission as needed



Questions?

Thank You for your business!