



Item No. 17g

LAUDERDALE • BY • THE • SEA

### Agenda Item Memorandum

**Town Manager**

**Connie Hoffmann**

Department

Department Director

<b>COMMISSION MEETING DATE - 7:00 PM</b>	<b>Deadline to Town Clerk</b>
<input checked="" type="checkbox"/> Sept 11 - Regular Meeting 7:00 PM	Sept 5

\*Subject to Change

- Presentation       Reports       Consent       Ordinance
- Resolution       Quasi-Judicial       Old Business       New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC**

**SUBJECT TITLE: RESORT MANAGER'S DIVER PARKING SUGGESTION**

**EXPLANATION:** Windjammer Resort Manager John Boutin has appeared at the last several Commission meetings (and sent the attached follow-up email) proposing that the Town provide free parking on Datura and Hibiscus for certified divers in the early morning and evening hours. I would appreciate the Commission's reaction to this proposal. It is not an idea that I am supportive of, but if the Commission were to consider something of this nature, I would suggest that we limit it to the early morning hours only (6 a.m. – 10 a.m.) from May 1 to November 1 and that the divers be asked to pay some nominal fee for the pass (i.e. \$20).

**EXHIBITS: email dated August 27 from John Boutin**

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CH

## Connie Hoffmann

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**From:** windjammerjohn@gmail.com on behalf of John Boutin <john@windjammerresort.com>  
**Sent:** Monday, August 27, 2012 4:24 PM  
**To:** Chris Vincent; Mark Brown; Roseann Minnet; Scot Sasser; Stuart Dodd;  
stu4boats@bellsouth.net  
**Cc:** Connie Hoffmann; Bud Bentley  
**Subject:** Special parking permit for divers

Dear Mayor, Vice Mayor and Commissioners,

I would like to bring up again the suggestion of having a special parking permit for certified divers. Creating a little good parking karma would bring a very positive spin and attention on LBTS and it can work well as part of the BIG marketing picture for LBTS.

The suggestion is for the Town to offer to all tri-county certified divers a special parking permit for Datura and Hibiscus streets and perhaps other locations, that would allow for free parking on weekdays during the off season, May through November, from perhaps 6 AM to 10AM and also 7PM to 11PM for night diving.

The primary purpose for this special permit would be to garner positive publicity for our Town, a Town currently reputed to be very strict and harsh regarding parking, solidify and reinforce our standing as the shore diving capitol, and lastly to sort of place out a welcome mat for the very large and important Divers & Equipment Manufacturers Association or DEMA convention that has been secured for Broward County for 2013 and 2014.

If properly implemented and publicized through press releases, it is my belief that the news community would raise an eyebrow and might pursue this story, but mainly it would put us in a very good light within the dive community, and would probably get us known as "Diver friendly". We have a great advantage being that we have this great easy to get to reef and making it easier would garner far more in positive results than the lost revenue.

Thank you for your consideration.

--

John Boutin, LCAM  
Lic. Real Estate Broker  
General Manager



***Oceanfront relaxation at its best!***

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