



TOWN OF LAUDERDALE-BY-THE-SEA

ROUNDTABLE ITEM REQUEST FORM

Executive/Administration

Connie Hoffmann, Interim Town

Manager *CA*

Department Submitting Request

Name/Title

Meeting Date / Time

Deadline w/o Backup

Deadline w/ Backup

- July 14, 2010 / 7:00 PM
- July 28, 2010 / 7:00 PM
- Oct 13, 2010 / 7:00 PM
- Oct 26, 2010 / 7:00 PM

- July 2, 2010 / Noon
- July 26, 2010 / Noon
- Oct 11, 2010 / Noon
- Oct 24, 2010 / Noon

- June 25, 2010 / Noon
- July 16, 2010 / Noon
- Oct 1, 2010 / Noon
- Oct 15, 2010 / Noon

ITEM: BUDGET ISSUE- CHAMBER OF COMMERCE FY 2010/2011 SUPPORT REQUEST

The Chamber of Commerce has submitted a request for an operations subsidy from the Town in the amount of \$55,000 to support their functions next fiscal year. (This is in addition to the approximate \$40,000 in support the Town provides to maintain the Town building and grounds they are located in and pay for that building's utility bills and insurance.) The Chamber's request represents a very significant increase over the current year's budgeted support of \$28,000. The Chamber did not submit a budget to support their request and Chamber Executive Director Judy Swaggerty has advised it is not yet completed.

Attached as an exhibit to this item is the Chamber Treasurer's report showing the status of the Chamber's current year's budget vs their income and expenditures as of May, 2010.

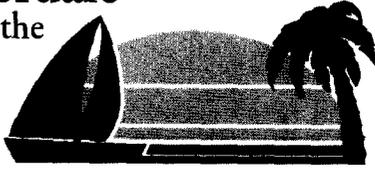
Although the Town budgeted a cash contribution of \$28,000 to the Chamber in the current fiscal year, I assume the Commission is aware the former Town Manager only authorized payment of \$19,081.23 of that amount because the Chamber provided her with a Profit & Loss statement in January 2010 for their fiscal year 2009 that showed the Chamber had a net loss in that amount. (The Chamber's fiscal year is the calendar year, unlike ours.) I have attached updated P&Ls that the Chamber provided the Town in April which show the Chamber had a net income of \$25,250.29 in fiscal year 2009, and a net loss of <\$1,233.83> in fiscal year 2008.

Given the significant net profit the Chamber showed in 2009, I believe it would be appropriate for the Town to also request a balance sheet for fiscal year 2009 and for there to be significant discussions with the Chamber Board about their finances, a delineation of services they will provide the Town in exchange for any contribution we make, and an agreement that spells out our relationship and how the Town's contribution relates to the Chamber's bottom line.

ACTION OR OUTCOME EXPECTED: Commission discussion on how you wish to handle the Chamber's funding request for next year .

- Exhibits:**
- Letter from Chamber President dtd 6/28/2010
 - Chamber Treasurer's Operating Budget Report for May, 2010
 - Chamber's Updated P&L statements for FY 2009 and 2008 as transmitted to the Town Commission in April, 2010
 - Minutes of Town Commission discussion on 1/26/2010 re: Chamber contribution

Lauderdale
by the
Sea



Chamber of Commerce
and Welcome Center

4201 Ocean Drive (A1A)
Lauderdale-By-The-Sea, FL 33308
Phone: (954) 776-1000 Fax: (954) 776-6203
E-Mail: lbts@bellsouth.net

June 28, 2010

The Honorable Roseann Minnet
Town of Lauderdale-By-The-Sea
4501 Ocean Drive
Lauderdale-By-The-Sea, FL 33308

Dear Mayor Minnet;

Our contract for the Chamber of Commerce/Welcome Center ended on December 31, 2009 and we did not receive a new one from the former Town Manager. Therefore, on behalf of myself and our Board of Directors, I am formally requesting the continued funding support from the Town of Lauderdale-By-The-Sea to partially subsidize the operation of the Lauderdale-By-The-Sea Welcome Center.

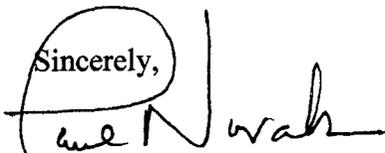
According to the former contract between the Chamber of Commerce/Welcome Center and the Town we agreed to operate a Tourist Information/Welcome Center, open 6 days a week. We also agreed to design, produce and distribute a Visitors Guide that would be mailed to anyone requesting the information.

In addition, the Chamber of Commerce agreed to maintain a website, (www.LBTS.com), which promotes the businesses and Lauderdale-By-The-Sea as a vacation destination and market the Town and it's businesses. We are requesting a subsidy in the amount of \$ 55,000 to cover a portion of the expenses of operating the Visitors/Welcome Center. Our continued mission remains to serve the community residents and businesses.

With continued economic decline and pressure on the businesses, it remains imperative to invest in the hospitality, retail, service and other business sectors. Visitors to Lauderdale-By-The-Sea will spend money in our businesses, put coins in our meters, and enjoy the services provided by our Town. Many of our current residents first came to Town as a visitor or tourist. As Broward County's leading Welcome Center we look forward to our continued partnership with the Town of Lauderdale-By-The-Sea.

Please call me if you have any questions. I and the rest of the Lauderdale-By-The-Sea Chamber of Commerce Board of Directors are always available to you. We appreciate your kind cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Novak". The signature is written in a cursive style with a large, looped initial "P".

Paul Novak

President

Lauderdale-By-The-Sea Chamber of Commerce

Cc: Vice Mayor Stuart Dodd

Commissioner Birute Ann Clotey

Commissioner Chris Vincent

Commissioner Scott Sasser

Interim Town Manager Connie Hoffman ✓

Operating Budget 2010		LBTS Chamber of Commerce				Greg Anderson Treasurer					
		2010				2010 Budget	Expense				
Category	Budgeted	YTD Budget	YTD 05-2010	Variance		Budget	YTD Budget	YTD 05-2010	Variance		
	Projection	May	Actual				May	Actual			
400	Sales/Merch	5,000.00	2,083.33	1,872.30	(211.03)	600	Sales/Merch	4,500.00	1,875.00	3,245.00	(1,370.00)
401	Walking Map		-		-	601	Walking Map		-		-
402	Arts & Craft	4,000.00	1,666.67	2,000.00	333.33	602	Arts & Craft		-		-
403	Socials	1,400.00	583.33	255.00	(328.33)	603	Socials	200.00	83.33		83.33
405	Bus Tickets	9,300.00	3,875.00	4,151.00	276.00	605	Bus Tickets	9,100.00	3,791.67	3,943.00	(151.33)
409	Donations	1,450.00	604.17	747.00	142.83	609	Donations	225.00	93.75		93.75
410	Town Con	18,663.00	7,776.25	28,000.00	20,223.75	611.00	4th of July		-	450.00	(450.00)
411	CVB	10,000.00	4,166.67	10,000.00	5,833.33				-		-
413	Interest	376.00	156.67	223.58	66.91	613	NA		-		-
415	Membership	53,500.00	22,291.67	50,095.00	27,803.33	615	Membership Refund		-		-
416	Misc.		-		-	616	Miscellaneous	1,200.00	500.00	401.00	99.00
417	News Letter	50.00	20.83	150.00	129.17	617	News Letter		-	20.00	(20.00)
421	Taste o Beach	18,409.00	18,409.00	18,409.00	-	621	Taste o Beach	10,643.00	10,643.00	11,206.78	(563.78)
423	Xmas Party	1,600.00	666.67		(666.67)	623	Xmas Party	1,100.00	458.33		458.33
424	Visitors G	53,000.00	22,083.33	12,870.00	(9,213.33)	624	Visitors G	40,200.00	16,750.00	49.50	16,700.50
425	Wall Adv	2,200.00	916.67	1,680.00	763.33	625	Wall Adv		-		-
426	Web Site	8,400.00	3,500.00	8,000.00	4,500.00	626	Web Site	500.00	208.33	300.00	(91.67)
428	NA		-		-	-	New Member Refund		-	145.00	(145.00)
431	Fish Fry	1,400.00	583.33	-	(583.33)	631	Fish Fry	1,400.00	583.33		583.33
451	Photo Contest	100.00	41.67		(41.67)	651	Photo Contest	100.00	41.67		41.67
470	DVD Board	2,000.00	833.33	1,900.00	1,066.67	670	DVD Board	150.00	62.50		62.50
480	Xmas By The Se	12,500.00	5,208.33	-	(5,208.33)	680	Xmas By The Sea	12,500.00	5,208.33	2,060.00	3,148.33
481	icontact	1,100.00	458.33	375.00	(83.33)	682	icontact Expense	200.00	83.33	153.87	(70.54)
	Total Income	204,448.00	85,925.25	140,727.88	44,802.83	700	Advertising	3,000.00	1,250.00	530.00	720.00
						702	Bad Debt		-		-
						704	Bank Fees	2,100.00	875.00	1,416.23	(541.23)
						716	Dues & Members	100.00	41.67		41.67
				140,727.88		718	Equip Rental	1,200.00	500.00	576.24	(76.24)
				(65,371.88)		722	Gifts/Pub Relations	100.00	41.67	100.00	(58.33)
				75,356.00		730	Insurance	2,000.00	833.33	776.60	56.73
						740	Legal/Professional	3,000.00	1,250.00	361.25	888.75
						742	Lic & Taxes	100.00	41.67		41.67
						745	Luncheons/Meetings		-		-
						750	Maint	500.00	208.33	108.00	100.33
						760	Office Supp	4,000.00	1,666.67	1,368.79	297.88
						765	Payroll	79,000.00	32,916.67	30,374.93	2,541.74
						766	Payroll Taxes fica	6,200.00	2,583.33	2,323.00	260.33
						768	FI Ump Taxes	30.00	12.50	59.74	(47.24)
						772	Postage	11,000.00	4,583.33	3,027.36	1,555.97
						775	Printing	2,500.00	1,041.67	625.00	416.67
						782	Sales Taxes	600.00	250.00		250.00
						783	Telephone	7,000.00	2,916.67	1,701.09	1,215.58
							Total Exp	204,448.00	91,395.08	65,322.38	26,072.70

Distributed
4/15/10

Town of Lauderdale-by-the-Sea

OFFICE OF THE TOWN MANAGER

Memorandum

Date: April 15, 2010

To: Mayor Roseann Minnet
Commissioner Stuart Dodd
Commissioner Birute Clottey
Commissioner Scot Sasser
Commissioner Chris Vincent

From: Esther Colon, Town Manager *EC*

Subject: Revised Profit & Loss Reports – Chamber of Commerce

Attached please find the revised Profit and Loss Reports for the Chamber of Commerce for years 2008 and 2009 as submitted by Sharon L. Borner, CPA.

Respectfully submitted.

EC/mi

Cc: John Olinzock, Assistant Town Manager
June White, Town Clerk

SHARON L. FREEBURG

Certified Public Accountant
12041 NW 2nd Drive
Coral Springs, FL 33071-8012
(954) 931-9375

March 31, 2010

Ms. Esther Colon
Town Manager
4501 Ocean Drive
Lauderdale-By-The-Sea, FL 33308-3610

Re: Chamber of Commerce

Dear Ms. Colon:

I am responding to your letter of March 17, 2010 regarding the Profit and Loss reports for the Chamber of Commerce for years 2008 and 2009. I am enclosing copies of these reports as adjusted for those years in question. These reports reflect the accruals of \$46,480.06 for the printing of the Visitor's Guide and \$1,500 for professional fees that pertain to 2008 expenses. These payments were made in 2009.

When I reviewed the 2009 financials, I found that these accruals for 2008 were not reversed in 2009 and I made the reversal so that the expenses would not be double posted. These entries were made in accordance with Generally Accepted Accounting Principles (GAAP).

Sincerely,



Sharon L. Borner, CPA

10:05 AM

04/01/10

Accrual Basis

LBTS Chamber of Commerce
Profit & Loss
January through December 2009

	<u>Jan - Dec 09</u>
Income	
400 · Sales/Merchandise	3,888.21
401 · Walking Map Income	150.00
402 · Art & Craft Show Income	7,000.00
403 · Chamber Socials	1,347.00
405 · Bus Ticket Sales Income	9,124.25
409 · Donations (Cash) Income	1,433.92
410 · Town of LBTS Subsidy	28,000.00
413 · Interest Income	532.84
415 · Membership Income	53,198.75
416 · Misc Income	392.02
417 · News Letter Ad Income	50.00
419 · Donation CVB	20,000.00
421 · Taste of the Bch Income	25,626.00
423 · Xmas Party Sales Income	1,570.00
424 · Visitor Guide Income	53,679.00
425 · Wall Advertising Income	2,105.00
426 · Website Income	8,434.00
451 · Photo Contest Income	80.00
470 · DVD Electronic Board	1,900.00
480 · Christmas by the Sea	12,516.00
482 · icontact Income	1,050.00
Total Income	<u>232,076.99</u>
Expense	
New Member Refund	145.00
600 · Sales/Merchandise Expense	3,171.00
601 · Walking Map Expense	150.00
603 · Chamber Socials Expense	188.56
605 · Bus Ticket Expense	9,087.80
616 · Misc Petty Cash Expenses	1,170.46
617 · News Letter Expenses	996.02
621 · Taste of the Beach	12,099.99
623 · Xmas Party Expenses	1,054.38
624 · Visitor Guide Expenses	43,946.93
626 · Website for Chamber Expense	480.00
636 · Chamber Xmas Tree Expenses	97.00
651 · Photo Contest Expense	80.00
670 · DVD Electronics Board	150.00
680 · Christmas by the Sea Expense	15,089.93
682 · icontact Expense	196.87
700 · Advertising Expenses	2,715.44
704 · Bank Fees & Credit Card Charges	2,040.28
712 · Donations from Chamber	225.00
716 · Dues & Memberships	103.01
718 · Equipment Rental Exp	1,123.87
722 · Gifts/Public Relations	51.00
730 · Insurance	1,657.88
740 · Legal & Professional Fees	2,674.00
742 · Licenses & Taxes	61.25
750 · Maintenance & Repairs	468.68
760 · Office Supplies & Expense	3,939.94
765 · Payroll	78,473.41
766 · Payroll Tax Expense - FICA	6,159.01
768 · Payroll Taxes - Fla Unempl	26.17
772 · Postage	10,016.95
775 · Printing	2,104.20
783 · Telephone Expense	6,882.67
Total Expense	<u>206,826.70</u>
Net Income	<u><u>25,250.29</u></u>

10:05 AM

04/01/10

Accrual Basis

LBTS Chamber of Commerce

Profit & Loss

January through December 2008

Jan - Dec 08

Income

Bank Fee Income	35.70
400 · Sales/Merchandise	3,457.12
402 · Art & Craft Show Income	7,515.00
403 · Chamber Socials	1,107.00
405 · Bus Ticket Sales Income	10,101.50
409 · Donations (Cash) Income	1,248.00
410 · Town of LBTS Subsidy	35,000.00
413 · Interest Income	733.70
415 · Membership Income	53,626.25
416 · Misc Income	381.98
417 · News Letter Ad Income	150.00
421 · Taste of the Bch Income	23,160.00
423 · Xmas Party Sales Income	1,175.00
424 · Visitor Guide Income	58,492.00
425 · Wall Advertising Income	1,680.00
426 · Website Income	8,236.64
431 · Fall Fish Fry	1,976.00
451 · Photo Contest Income	220.00
470 · DVD Electronic Board	6,800.00
480 · Christmas by the Sea	3,500.00
482 · Icontact Income	1,300.00

Total Income 219,895.89

Expense

600 · Sales/Merchandise Expense	4,026.36
602 · Art & Craft Show Expense	25.00
603 · Chamber Socials Expense	24.95
605 · Bus Ticket Expense	9,771.50
606 · Card Exchange Expenses	0.00
616 · Misc Petty Cash Expenses	1,218.81
617 · News Letter Expenses	2,026.90
619 · Green Market	0.00
621 · Taste of the Beach	16,262.63
623 · Xmas Party Expenses	1,150.00
624 · Visitor Guide Expenses	46,455.06
626 · Website for Chamber Expense	490.00
631 · Fall Fish Fry Expense	1,474.00
651 · Photo Contest Expense	220.00
680 · Christmas by the Sea Expense	3,926.18
682 · Icontact Expense	193.24
700 · Advertising Expenses	17,050.50
704 · Bank Fees & Credit Card Charges	1,946.16
710 · Depreciation	844.89
712 · Donations from Chamber	25.00
716 · Dues & Memberships	171.00
718 · Equipment Rental Exp	1,092.79
722 · Gifts/Public Relations	329.91
730 · Insurance	3,076.08
740 · Legal & Professional Fees	3,784.00
742 · Licenses & Taxes	61.25
750 · Maintenance & Repairs	69.18
760 · Office Supplies & Expense	4,171.83
765 · Payroll	75,541.63
766 · Payroll Tax Expense - FICA	5,752.41
768 · Payroll Taxes - Fla Unempl	18.55
772 · Postage	11,520.47
775 · Printing	2,058.01
782 · Sales Tax Paid	464.69
783 · Telephone Expense	5,886.74

Total Expense 221,129.72

Net Income -1,233.83

Mayor Minnet asked what the cost would be to change the plans. Mr. Ocampo replied that he agreed to amend the contract to go forth with changes and advised he would have to obtain information from the consultants before giving figures.

Commissioner Clotley agreed it should go back to the Master Plan Steering Committee.

Commissioner Dodd stated that it was the people's choice not to change the amount of green space, not to put a concrete walkway down the middle, and not to put a pathway there.

Commissioner Dodd made a motion to pass it back to the Master Plan Steering Committee and for a representative from Ocampo to be there and take part in the discussion. Commissioner Clotley seconded the motion with a time period of 2 months.

Mayor Minnet said there was a Master Plan Steering Committee meeting at 7:00 p.m. on Thursday, February 18, 2010. Mr. Ocampo said they would make themselves available.

The motion carried 5-0.

* **16 i – Discussion and/or action regarding the Chamber of Commerce**

This item was added at the beginning of the meeting

Commissioner Dodd stated that the Commission approved \$28,000 and the Chamber of Commerce should have received the full \$28,000.

Commissioner Dodd made a motion that the Chamber of Commerce be funded the missing amount of money. Mayor Minnet seconded the motion.

Commissioner Silverstone believed the tax payer dollars were used to give the Chamber of Commerce, a non-profit organization, a profit. Manager Colon was concerned that public funds were used for funding a private organization. Commissioner Silverstone wanted justification.

Commissioner Clotley believed the Commission gave the Chamber an extra \$4,500 which brought the funds closer to the \$28,000. She said she had no problem giving the Chamber a little extra and stated that the Chamber of Commerce already received over \$20,000 from the Town.

Manager Colon reminded Commissioner Dodd that last year he requested the financial records of the Chamber of Commerce because he questioned what the Chamber did with the \$35,000 they received.

Diane Boutin believed the Chamber of Commerce was the sole marketing arm for Lauderdale-By-The-Sea. She encouraged support.

Vice Mayor McIntee pointed out that the Town paid for the Chamber of Commerce building and maintenance. He added that the Town also supported other businesses outside the Town limits as the Chamber funded out of Town businesses in addition to local business.

Commissioner Clotey amended the motion to deduct the \$4,500. Commissioner Dodd accepted the amendment. Mayor Minnet rejected it. The amendment failed.

Paul Novak said the Chamber could not stand on its own in their present location and that was why they went outside the Town. He added the Chamber was the only group in Town that promoted the Town.

Commissioner Silverstone could not justify giving money to a non-profit organization when it turned into a profit.

Mayor Minnet said the Commission was not looking at the whole picture of what the Chamber of Commerce did for the Town.

The motion that the Chamber of Commerce be funded the missing amount of money failed 3-2. Mayor Minnet and Commissioner Dodd voted in favor.

Commissioner Clotey made a motion to give the Chamber \$2,350. The motion failed for lack of a second.

There was no further discussion.

Vice Mayor McIntee asked to be excused from the next meeting for personal reasons. He was excused.

17. TOWN ATTORNEY REPORT

18. ADJOURNMENT

Commissioner Silverstone made a motion to adjourn. With no further business before the Commission, Mayor Minnet adjourned the meeting at 11:59 p.m.

19. FUTURE AGENDA ITEMS

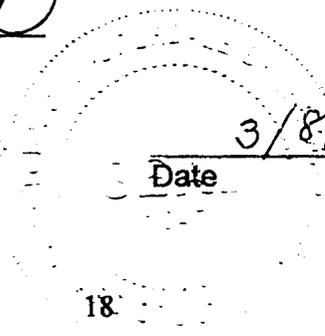


Mayor Roseann Minnet

ATTEST:



Town Clerk, June White


Date

3/8/10