



BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

January 13, 2024
12:00 PM to 5:00 pm

Fort Lauderdale Aquatic Center
501 Seabreeze Blvd, Fort Lauderdale, FL 33316
South Building – 2nd Floor East Conference Room

I.	Call to Order/Roll Call/Quorum – Chair Lisa Namour
II.	Welcome and Introductions <ul style="list-style-type: none">○ Dan Lindblade, President and CEO, Greater Fort Lauderdale Chamber of Commerce○ Vice Mayor Steven Glassman, District 2 Commissioner○ Bill Brown, President, Central Beach Alliance○ Ted Botimer, Vice President of Research Strategy & Revenue Management, Visit Lauderdale○ Tasha Cunningham, The Brand Advocates
III.	Approval of Meeting Minutes Regular Meeting December 9, 2024 – Chair Lisa Namour
IV.	Lunch and Networking Noon to 12:30 PM
V.	Strategic Planning Workshop – Facilitated by Dan Lindblade 2024 YoY Marketing Performance <ul style="list-style-type: none">• Tasha Cunningham, The Brand Advocates Data and Insights Presentation <ul style="list-style-type: none">• Ted Botimer, Vice President of Research Strategy & Revenue Management, Visit Lauderdale SWOT Analysis <ul style="list-style-type: none">• Board evaluation of strengths, weaknesses, opportunities, and threats. Strategic Priorities and Action Planning <ul style="list-style-type: none">• Board discussion and goal setting for 2025. Recap and Next Steps <ul style="list-style-type: none">• Summary of key discussion points and decisions.• Confirmation of next steps and follow-up actions.
VI.	Adjournment – Chair Lisa Namour

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

Goals and Objectives:

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.
- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

Note:

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may attend this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.