



BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

February 10, 2025

1:30 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.	Approval of Meeting Minutes Strategic Planning Workshop and Meeting January 13, 2025 – Chair Lisa Namour
III.	Fort Lauderdale Wave Wall Light Replacement: Status Update - Enrique Sanchez, Deputy Director Parks and Recreation Department
IV.	Special Event Ordinance: Status Update – Carolyn Bean, Assistant to the Director Parks and Recreation Department
V.	BBID Marketing Plan: Presentation – Tasha Cunningham, The Brand Advocates
VI.	Strategic Planning Workshop Updates – Chair Lisa Namour Beach 2030 Reprise <ul style="list-style-type: none">• Ina Lee Coordinate Need Dates <ul style="list-style-type: none">• Sabrina Graves Marketing Plan Completion <ul style="list-style-type: none">• Tasha Cunningham Infrastructure Improvement Work Group <ul style="list-style-type: none">• Lisa Namour Event Research <ul style="list-style-type: none">• Tasha Cunningham and Sabrina Graves Convention Strategy Planning / DOS Meeting Engagement <ul style="list-style-type: none">• Laurie Johnson
VII.	Program Manager Updates – Judy Erickson
VIII.	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.