



**BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)**

AGENDA

March 10, 2025

1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL

South Building–2nd Floor

East Conference Room

I.	Call to Order / Roll Call / Quorum – Chair Lisa Namour
II.	Approval of Meeting Minutes – February 10, 2025, Meeting – Chair Lisa Namour
III.	Remarks and Discussion with Mayor Dean J. Trantalis – City of Fort Lauderdale
IV.	BBID Marketing Plan: Summer Campaign Approval – Tasha Cunningham, The Brand Advocates
V.	Strategic Planning Workshop Updates – Chair Lisa Namour <ul style="list-style-type: none">• Infrastructure Improvement Work Group – Lisa Namour• Convention Strategy Planning / Director of Sales (DOS) Meeting Engagement – Laurie Johnson• Coordinating Need Dates – Sabrina Graves• Beach 2030 Reprise – Ina Lee• Event Research – Tasha Cunningham & Sabrina Graves
VI.	Program Manager Updates – Judy Erickson
VII.	Adjournment – Chair Lisa Namour

Purpose:

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