



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

March 10, 2025, 1:30 PM

Fort Lauderdale Aquatic Center

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

	P/A	Cumulative Attendance September 2024 – August 2025			
		Regular Meetings	Special Meetings		
Bahia Mar Doubletree	P	5	0	0	0
Lisa Namour, Chair					
Alternate-Vacant					
Marriott Courtyard, PHF Oceanfront	P	5	0	0	0
Michael Fleming, Vice Chair					
Steve Zunt, Alternate					
The “W” Hotel, Capri Hotel, LLC	A	1	5	0	0
Vacant					
Alex Caceres, Alternate					
Ritz Carlton Hotel	A	3	2	0	0
Jose Torres					
Samuel Fuerstman, Alternate					
Greater FTL Chamber of Commerce	P	5	0	0	0
Ina Lee					
The Westin Ft Lauderdale Beach	P	4	1	0	0
Laurie Johnson					
Michael Berry, Alternate					
B Ocean Fort Lauderdale	P	5	0	0	0
Sabrina Graves					
Kimberly Cover, Alternate					
Sonesta Hotel	P	5	0	0	0
Ryan Frederick					
Jeff Peterson, Alternate					

COMMUNICATION TO THE CITY COMMISSION

none

Staff

Judy Erickson, BBID Program Manager

Guests

Mayor Dean Trantalis

Arianne Glassman, RAV Communications
Tasha Cunningham, The Brand Advocates
Luis Galvez, The Brand Advocates

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

Chair Namour expressed gratitude to Michael Fleming for his dedicated service to the BID Advisory Committee over many years, noting his consistent attendance, valuable contributions, professionalism, and willingness to move the BID forward.

II. Approval of Meeting Minutes

Motion made by Ms. Lee, seconded by Mr. Fleming, to approve the minutes of the February 10, 2025 meeting. In a voice vote, the motion passed unanimously.

III. Remarks and Discussion with Mayor Dean J. Trantalis

Deferred pending arrival of Mayor Trantalis.

IV. BID Marketing Plan: Summer Campaign Approval

Deferred to later in the meeting.

V. Strategic Planning Workshop Updates

- **Infrastructure Improvement Work Group** - Lisa Namour

Chair Namour advised the infrastructure improvement work is scheduled for April, with a proposed date of April 14th.

Visit Lauderdale Group & Sales Operations Team Leader Eduardo Zuniga and Mike Correa were asked to do a presentation to the BID, particularly in order to understand the strategy being used City-wide, as well as commitments needed from the hotels, preferably via Zoom in order to bring in other remote participants.

- **Convention Strategy Planning / Director of Sales (DOS) Meeting** Engagement
- Laurie Johnson
- **Coordinating Need Dates** – Sabrina Graves
- **Chamber Beach Council 2030 Reprise** – Ina Lee

Dates are being checked for availability at Lago Mar Beach Resort & Club for this Chamber of Commerce Beach Council meeting. Once the date options are obtained, The Mayor and City Manager will be contacted. Dan Lindblade will be asked to facilitate. A May timeframe is expected.

- **Event Research** - Tasha Cunningham and Sabrina Graves

A list is being worked on of the different events to associations and places for events. The organizers of the Montreux Jazz Festival have been contacted.

VI. Program Manager Update

Ms. Erickson reported on the following:

- The City Commission has approved expanding the BID Advisory Committee to include representatives from each of the top ten assessed beach hotel properties. Ina Lee represented the BID and answered questions at the Commission meeting. The required resolution is on the agenda for the March 18th City Commission meeting. Upon approval, the additional members will be appointed, bringing the total number of BID members to 11, including the Greater Fort Lauderdale Beach Council seat. The seat previously held by the Beach Redevelopment Advisory Board will be removed due to the board's dissolution in 2021.
- The City Commission heard the BID's communication regarding the proposed outdoor event ordinance. The BID asked the Commission to consider recognizing events with significant economic impact, particularly during peak seasons. Ina Lee represented the BID at the March 4th conference meeting and presented this perspective. Carl Williams will present the complete program to the City Commission on March 18th.
- The application period for the Fiscal Year 2026 Reimbursable Event Grant Program closed at the end of February, with 12 applications received. Applications are currently being reviewed for completeness and following up with applicants as needed. There will be several returning events, including The Loop, the Air and Sea Show, Winterfest, and Tortuga Music Festival. In addition to several new, smaller events, a larger-scale event, Oceans of Soul, applied.

A suggestion was made for distributing copies of the applications to Committee members prior to the April meeting to allow for review and selection of applicants for presentations. Ms. Erickson confirmed that a spreadsheet summarizing each event, including funding history and cumulative BID funding received, will be sent to Committee members along with a link to access the complete applications. Ms. Erickson will work with Chair Namour to determine which applicants will be invited to present at the April meeting.

The importance of hearing from past grant recipients who have not yet reported on the impact of their events was discussed. Recap reports are available for past events and

will be compiled into individual PDFs for each applicant. It was noted that efforts are underway to collect ROI data for the next fiscal year to better assess the impact of funded events on room nights and exposure.

A comprehensive report was prepared by Ted Botimer, VP President of Research, Strategy & Revenue management from Visit Lauderdale, detailing the economic impact of mega-events such as Tortuga Music Festival, the Air Show, and Riptide Music Festival. This report will be shared with the Committee, as well as similar reports from Mr. Botimer for other events under consideration for funding. There was uncertainty as to whether the Food and Wine Festival was included in Mr. Botimer's report.

Ms. Erickson committed to providing the compiled reports to the Committee within a week and confirmed that scoring tools will be distributed at the April meeting. It was also suggested asking Mr. Botimer to proactively compile data for future events to facilitate the evaluation process.

This year's applications will include information on whether events receive funding from Visit Lauderdale and the amount of funding received.

The meeting then returned to Item III. Remarks and Discussion with Mayor Dean J. Trantalis.

Mayor Trantalis expressed his appreciation for the opportunity to address the Committee and commended the building's facilities.

Mayor Trantalis shared his perspective on Visit Lauderdale's current marketing campaign, stating that while he appreciates the "Visit Lauderdale" branding, the messaging failed to resonate with him personally and did not effectively convey the allure of Fort Lauderdale. He used the example of a hypothetical billboard in Times Square, suggesting that the message lacked the impact to entice someone to visit Fort Lauderdale.

He further emphasized the need to showcase Fort Lauderdale's unique attributes, such as its beaches, watersports, coral reefs, and family-friendly environment, to attract visitors from various locations, including those arriving for cruises, drawing a comparison to successful campaigns by the Bahamas and suggested the BID consider developing its own advertising program to promote these unique aspects.

In addition, Mayor Trantalis highlighted the importance of emphasizing Fort Lauderdale's proximity to the airport, port, and Brightline station. It was noted that the BID does fund advertising initiatives beyond event sponsorships, and citing an upcoming summer campaign focused on beach activities and road trips.

Distinctiveness of the road trip theme was questioned, prompting further discussion about highlighting Fort Lauderdale's specific attractions and incorporating imagery of hotels,

restaurants, and entertainment venues. Concerns were also raised about the proposed budget for the summer campaign, suggesting a significantly higher allocation.

Mayor Trantalis noted the common misconception among visitors that Fort Lauderdale is part of Miami, emphasizing the need to differentiate the two destinations and cautioning against comparing Fort Lauderdale to Miami in advertising, advocating for promoting the City's unique strengths and attractions.

Ina Lee suggested that the City establish a dedicated tourism marketing department to amplify the BID's efforts and promote the broader Fort Lauderdale area, including downtown and other attractions beyond the beach district.

Mayor Trantalis committed to discussing these ideas with the new City Manager. He also stressed the importance of branding Fort Lauderdale prominently at events like Tortuga. suggested collaborating with other organizations, such as the Las Olas Association and Downtown Development Authority, to pool resources and create a more comprehensive marketing strategy.

Discussion then returned to Item IV. BBID Marketing Plan: Summer Campaign Approval.

Ms. Cunningham presented the proposed "Road Trip and Relax" summer marketing campaign concept. The campaign for promoting Fort Lauderdale Beach focuses on capitalizing on visitor trends and road-tripping as a key travel theme. Statistics from Visit Lauderdale show that in 2023, 19.4 million visitors came to Fort Lauderdale, with 24% traveling between June and October. Notably, 49% of these visitors arrived by car, primarily from within Florida, including cities like Miami, Tampa, Sarasota, St. Petersburg, Orlando, Daytona Beach, West Palm Beach, and Fort Pierce. A smaller percentage comes from Atlanta, Georgia. The target audience consists mainly of repeat travelers, aged 23 to 44, with household incomes ranging from \$100,000 to \$149,000. Additionally, 25% travel with children, seeking family-friendly experiences like jet skiing and paddleboarding. Given the strong trend of road trips on social media, the campaign aims to leverage this movement to attract visitors.

To enhance the campaign's reach, a major partnership was formed with Road Trippers, a leading travel planning app with 16.1 million annual web users and a million app downloads. The partnership provides significant marketing opportunities, including content and articles targeting their members, display banner ads, a dedicated landing page on their site, and custom trip guides focusing exclusively on Fort Lauderdale Beach businesses. Additional digital marketing strategies include remarketing to users who visit the campaign's landing page, email marketing blasts to Road Trippers' subscribers, and leveraging social media influencers.

The primary objectives of the campaign include increasing summer hotel bookings and extended stays by 15%, driving a 30% boost in website traffic, and achieving over a million digital impressions. Marketing efforts will focus on mid- and lower-funnel strategies,

targeting travelers already familiar with Fort Lauderdale Beach. The campaign messaging highlights luxury experiences and outdoor activities, using a mix of traditional beach imagery and a retro-themed approach suggested by Road Trippers. Social media ads, influencer collaborations, and geotargeted promotions will drive engagement. The campaign will also integrate shop functionality into social media ads, allowing users to book directly from the posts.

Additional marketing efforts involve collaborating with AAA, given the strong presence of AAA members who frequently travel. Itineraries will be curated for travelers, promoting BID businesses exclusively, and digital promotions will include targeted ads for Florida residents. The budget requested for this campaign is \$20,000, covering influencer partnerships, paid social media ads, digital advertising through Road Trippers, and limited print ads in Port Everglades' Cruise Guide and Travelhost Pocket Saver.

During discussions concerns were raised about the campaign's lack of representation of Fort Lauderdale's unique offerings. Some participants emphasized the need to highlight downtown attractions, entertainment venues, and the City's distinctive features, such as the Aquatic Center. There was criticism that the visuals could be generic and not specific to Fort Lauderdale Beach. Additionally, there were questions regarding whether the \$20,000 budget was sufficient for a campaign of this scale. Hotel images had been requested which would integrate more content specific to Fort Lauderdale Beach in the final campaign execution. The importance of refining the campaign to emphasize Fort Lauderdale as a unique destination, incorporating iconic locations and experiences, was acknowledged.

Motion made by Mr. Frederick, seconded by Mr. Fleming, to approve the \$20,000 media budget requested. In a voice vote, the motion passed unanimously (with Ms. Lee abstaining due to a conflict).

Committee discussion then turned to consider raising the assessment to fund expanded marketing; however, concerns were raised about the potential impact on property owners. It was then suggested that exploring raising the hotel occupancy tax might be warranted. Ideas could be presented during a proposed joint meeting with the City Commission.

Ina Lee reported that approximately 25% of the pedestrian lights along the east side of the beach are not functioning, creating a negative impression and requiring immediate attention. It was noted that previous reports on this issue have not resulted in any action. Ms. Erickson acknowledged the issue and committed to informing the new Facilities Manager. She will also ensure that he participates in upcoming beach walks to assess the situation firsthand.

Mayor Trantalis suggested exploring alternative digital signage vendors and offered to share a business card from a company he met at a conference. He emphasized the importance of effective digital signage in promoting Fort Lauderdale, citing examples of successful implementations in other cities. He also inquired about the electronic kiosks

and their current status. Ms. Erickson said she investigated and confirmed that the BID's digital kiosks installed several years ago at the Las Olas Garage and The LOOP frequently malfunctioned and were placed in low-visibility, low-traffic areas. They will be removed.

Further discussion emphasized the need for more effective signage to promote the beach and the BID.

VIII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 3:00 p.m.

[Minutes prepared by L. Tayar, Prototype, Inc.]

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <u>Lee, Linda</u>		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <u>BRD</u>	
MAILING ADDRESS <u>2000 S. Ocean Dr #1710</u>		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY <u>Fort Lauderdale</u>	COUNTY <u>Broward</u>	<input checked="" type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED <u>March 10</u>		NAME OF POLITICAL SUBDIVISION:	
		MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; and

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Joaloe, hereby disclose that on March 10, 2025:

(a) A measure came or will come before my agency which (check one or more)

- ☒ inured to my special private gain or loss;
- ☐ inured to the special gain or loss of my business associate, _____;
- ☐ inured to the special gain or loss of my relative, _____;
- ☐ inured to the special gain or loss of _____, by whom I am retained; or
- ☐ inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Approval of summer ad campaign
that includes Travelhost my business

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

Date Filed

March April 7, 2025

Signature

Joaloe

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.