



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

April 14, 2025  
1:30 PM

**Fort Lauderdale Aquatic Center**  
501 Seabreeze Blvd, Fort Lauderdale, FL  
South Building–2<sup>nd</sup> Floor  
East Conference Room

I.	<b>Call to Order / Roll Call / Quorum</b> – Chair Lisa Namour
II.	<b>Election of New Vice Chair</b> – Chair Lisa Namour
III.	<b>Approval of Meeting Minutes</b> – March 10, 2025, Meeting – Chair Lisa Namour
IV.	<b>BID Marketing: Summer Campaign Creative Approval</b> – Tasha Cunningham, The Brand Advocates <ul style="list-style-type: none"><li>• <b>Final creative asset presentation (visuals only)</b></li><li>• <b>Board to approve final creative</b></li></ul>
V.	<b>FY26 BID Grant Application Presentations</b> – Chair Lisa Namour <ul style="list-style-type: none"><li>• <b>Lauderdale Tropical Bear BEACH Party</b></li><li>• <b>Lauderdale Tropical Bear Week</b></li><li>• <b>Oceans of Soul Jazz Festival</b></li><li>• <b>Rock the Ocean’s Tortuga Festival</b></li><li>• <b>Seminole Hard Rock Winterfest Boat Parade Viewing Area</b></li><li>• <b>Visit Lauderdale Food and Wine Festival</b></li><li>• <b>Florida Fin Fest – Fort Lauderdale</b></li></ul>
VI.	<b>FY26 BID Grant Awards: Discussion and Funding Determinations</b> – Chair Lisa Namour
VII.	<b>Program Manager Updates</b> – Judy Erickson
VIII.	<b>Adjournment</b> – 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.