



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

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

	P/A	Cumulative Attendance September 2024 – August 2025			
		Regular Meetings	Special Meetings		
<b>Bahia Mar Doubletree</b>	P	6	0	0	0
Lisa Namour, Chair					
Alternate-Vacant					
<b>Marriott Courtyard, PHF Oceanfront</b>	A	5	1	0	0
Steve Zunt, Alternate					
<b>The “W” Hotel, Capri Hotel, LLC</b>	P	2	4	0	0
Vacant					
Alex Caceres, Alternate					
<b>Ritz Carlton Hotel</b>	P	4	2	0	0
Jose Torres					
Samuel Fuerstman, Alternate					
<b>Greater FTL Chamber of Commerce</b>	P	6	0	0	0
Ina Lee					
<b>The Westin Ft Lauderdale Beach</b>	P	6	1	0	0
Laurie Johnson					
Michael Berry, Alternate					
<b>B Ocean Fort Lauderdale</b>	P	6	0	0	0
Sabrina Graves					
Kimberly Cover, Alternate					
<b>Sonesta Hotel</b>	P	6	0	0	0
Ryan Frederick					
Jeff Peterson, Alternate					

<b>COMMUNICATION TO THE CITY COMMISSION</b>
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none
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**Staff**

Judy Erickson, BBID Program Manager

**Guests**

Robert Lacle, Conrad Fort Lauderdale Beach  
Jay Petitfrere, JNA Health  
Geogry Scott, Oceans of Soul  
Chris Stacey, Tortuga Festival  
Jim Reid, Live Nation  
Dawn Rhiel, Winterfest  
Kathy Wheeler, Winterfest  
Kate Reed, Visit Lauderdale Food & Wine  
Phillip Marro, Visit Lauderdale Food & Wine  
Josue Cruz, FinFest  
Cody Bertone, W Fort Lauderdale Beach  
Ryan Kopp, Hotel Maren

**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.

**II. Election of New Vice Chair**

**Motion** made by Ms. Lee, seconded by Mr. Torres, to nominate Sabrina Graves as Vice Chair. In a voice vote, the motion passed unanimously.

**III. Approval of Meeting Minutes - Lisa Namour**

**Motion** made by Ms. Lee, seconded by Ms. Johnson, to approve the minutes of the March 10, 2025, meeting. In a voice vote, the motion passed unanimously.

**IV. BID Marketing: Summer Campaign Creative Approval**

A full presentation was deferred due to time constraints as it had been distributed earlier by Brand Advocates Tasha Cunningham.

A photoshoot is scheduled for the last week in April to include additional required photos that will be reviewed for approval the first week in May. The media campaign is planned to launch on April 24<sup>th</sup>, with existing content.

Ms. Lee expressed concern that Birch State Park was included in the visuals though they are not a member of BID. The photo was included to highlight parks and nature, though the photo could be replaced or omitted.

A revised media plan was distributed which incorporates Road Trippers and the photoshoot. This plan maintains the twenty-thousand dollar budget. Discussion about

preference between West Palm Beach Station or Orlando Station and members present preferred Orlando.

Ms. Lee abstained as she is included in the media plan and would be a conflict of interest.

**Motion** by Ms. Graves, seconded by Mr. Peterson, to approve the updated media budget of \$20,000 and the revised campaign creative, allowing for the replacement of the Park photo, with flexibility for the agency to further update photos following the scheduled photo shoot. The motion passed unanimously.

## **V. FY26 BID Grant Application Presentations – Chair Lisa Namour**

Chair Namour explained the scoring sheets and recommended taking notes for later scoring as there are twelve applications in the packet but only the first seven are being heard at this meeting, with the remaining applicants being heard at the next meeting.

Historically of the \$1.2 million dollar budget, \$600,000 has been allocated to event funding.. Decisions about funding will be made in May following the remaining presentations.

### ● **Oceans of Soul Jazz Festival - Gregory Scott**

- First year jazz festival, rescheduled from last year.
- December 6-7 at Fort Lauderdale Beach Park with a VIP kickoff event on the 5th
- Audience is ages 30-60, principally African American and Latino.
- Projected attendance is 70% local and 30% out-of-town visitors with a possible 85% of visitors booking hotel accommodations.
- Working with Marriott Harbor Beach and Bahia Mar as host hotels to offer VIP packages.
- Submitted a bid for Sade as headliner
- First urban festival for Fort Lauderdale Beach.
- Portion of ticket sales to one hundred scholarships for HBCU.
- Projected an economic impact of \$4.2 million, potentially rising to \$6 million with the headliner, and the creation of over 200 temporary jobs.
- Emerging artist competition that will last eight weeks and the three winners will make their way to the stage during the event.
- \$1.5 million funding through a private investor and negotiating sponsorships with Essence Festival.
- Previous event experience includes VCR Black College Spring Break (Daytona), BET Spring Bling (Singer Island), and the Nelson Mandela 4664 fundraiser.
- Anita Baker or Jon Batiste as alternatives to Sade as alternatives.
- Concerns of using Marriott Harbor Beach as a VIP package option as they are not a member of the BID.
- Concern for beach utilization during event setup and breakdown.

- **Rock the Ocean's Tortuga Festival** - Chris Stacey (Tortuga Music Festival) & Jim Reid (Live Nation)
  - Technical difficulties with presentation
  - Previously had \$23 million in economic impact, three-time ACM Festival of the Year award winner, substantial national media coverage, and a major driver for hotel occupancy.
  - Requiring additional funding due to rising operational costs since the festival's inception from \$5 million to \$20 million.
  - The festival has thin margins and 2024 was a break-even year.
  - The festival has donated \$6 million donated to date towards ocean conservation.
  - The last event had substantial city costs, though fees within the industry have increased as well.
  - Confirmed Visit Lauderdale is a sponsor at approximately \$100,000-\$125,000 per year and plans to request an increase.
  - They are currently working on the 2026 lineup.
  - Requested consideration of adding "Fort Lauderdale Beach" to the header on the stage. They will do that when the sign needs replaced.
- **Seminole Hard Rock Winterfest Boat Parade Viewing Area** - Dawn Diehl & Kathy Keleher
  - Sponsored the parade viewing area last year having received \$15 thousand in funding and the area accommodates three thousand attendees.
  - Increased funding would provide parade enhancements beyond the viewing area such as contest opportunities and enhanced partnerships.
  - Nicklaus Children's Hospital is the new title sponsor for the viewing area.
  - 91% of attendees are in the tri-county area.
  - 12-mile parade route and the date will be December 13th.
  - Winterfest was designed to bring in hotel guests in early December, having an event on Sunday would increase that likelihood though many guests build their own weekend plans.
  - Parade is televised and coverage includes Broward, Keys, Naples, and Boston.
- **Visit Lauderdale Food and Wine Festival** - Kate Reed & Phillip Marro
  - 19 thousand in attendance with somewhat younger demographics.
  - Billboards in 20 locations along the east coast.
  - Signature events are happening at the beach and The Grand Tasting had more than 80 restaurants and hotels involved and is capped at 5,500 and has sold out the past three years.
  - Contest partnership with Delta Air Lines, Visit Lauderdale, and the W Ocean Hotel, marketed north of Orlando, generating over 14,000 entries.

- The organization conducts year-round activations and actively supports Visit Lauderdale's broader culinary initiatives, such as Dine Out Lauderdale.
- Open to a dedicated BID Row or ensuring premium placement for BID participants.
- **Florida Fin Fest** - Josue Cruz
  - New event in proposed for Fort Lauderdale Beach but the event is in its 5th year at Jacksonville Beach.
  - Conservation education with live music that include partnerships with organizations
  - The Loop is the target location.
  - Focus on new talent in the up-and-coming range of artists with smaller acts on Friday, slightly larger ones on Saturday, and the larger still on Sunday wherein they have a touring history for 4,000 hard ticket sales or 8,000 festival draw.
  - This is not a move of the event, its an expansion of an existing event.
  - Organizations like O-Search and the Guy Harvey Foundation would come to the event and embed those education opportunities into and throughout the event.
  - Date is TBD, they are flexible with late January or April being options since February is event heavy. Jacksonville Beach's event is in September and the last year it had about 20,000 attendees wherein 6,000 visitors from outside the immediate area.

**VI. FY26 BID Grant Awards: Discussion and Funding Determinations** - Chair Lisa Namour

The remaining applicants including Lauderdale Bear Beach Party and Bear Week will be scheduled for the May meeting and the May meeting which will likely be extended to accommodate the remaining presentations and scoring.

The Committee was directed to hold onto their scoring sheets and bring them back for the May meeting.

**Motion** by Ms. Johnson, seconded by Mr. Torres, to defer voting and scoring to May and adjourn. Passed unanimously by voice vote.

**VII. Program Manager Updates** - Judy Erickson

None presented.

**VIII. Adjourn** - Chair Lisa Namour

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

[Minutes prepared by E. Church, Prototype, Inc.]