



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

July 14, 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 – June 9, 2025, Regular Meeting – Chair Lisa Namour
III.	Approval of Special Meeting Minutes – June 19, 2025, Special Meeting – Chair Lisa Namour
IV.	BBID Recommendation on Outdoor Event Fees – Chair Lisa Namour <i>BBID Committee Discussion and Recommendation</i> <i>Follow-up from the June meeting. A Parks and Recreation representative will attend to hear the BBID's recommendation on the Outdoor Event Fee Ordinance ahead of Director Carl Williams' planned August presentation to the City Commission.</i>
V.	Quarterly BBID Marketing and Website Performance Update – Tasha Cunningham, Brand Advocates <i>The BBID Marketing Agency will present the quarterly update on overall BBID marketing performance, website, social media analytics, and key metrics. The presentation will also include a progress report on the Summer Marketing Campaign and next steps.</i>
VI.	Action Item: BBID Reimbursable Event Grant Applications – Judy Erickson, Program Manager – Conrad NYE 2025 Fireworks – Biggest Christmas Tree in Broward County <i>The grant application window was reopened for events. Two eligible applications were received for BBID review, discussion, and possible funding decision.</i>
VII.	Action Item: Park Ranger Coverage Costs – Chair Lisa Namour <i>Follow-up from June Meeting. Discussion of potential expanded park ranger coverage needs.</i>
VIII.	Discussion Item: August Meeting Agenda – Strategic Planning Follow-Up – Chair Lisa Namour <i>Committee discussion on either dedicating the entire August BBID meeting to review progress on initiatives from the January 2025 Strategic Planning Session and determine next steps, or setting another date for this purpose.</i>
IX.	Program Manager Updates – Judy Erickson, BBID Program Manager
X.	Adjournment of Meeting – 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.