



**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

Cumulative Attendance

September 2024- August 2025

Organization/Hotel	P/A	Regular Meetings		Special Meetings	
Bahi Mar Doubletree	P	9	0	1	0
Lisa Namour, Chair					
Alternate- Vacant					
Marriott Courtyard Oceanfront	P	8	1	0	1
Vacant					
Steve Zunt- Alternate					
The “W” Hotel, Capri Hotel, LLC	P	5	4	1	0
P Cody Bertone					
Alex Caceres- Alternate					
Ritz Carlton Hotel	A	6	3	1	0
Jose Torres					
Samuel Fuerstman-Alternate					
Greater FTL Lauderdale Chamber	P	9	0	0	1
Ina Lee					
The Westin Ft Lauderdale Beach	P	9	0	1	0
P Laurie Johnson					
Michael Berry- Alternate					
B Ocean Fort Lauderdale	P	9	0	1	0
P Sabrina Graves					
-Alternate=Vacant					
Sonesta Hotel	P	9	0	1	0
Vacant					
Jeff Peterson-Alternate					
Conrad	A	1	0	1	0
Robert Lacle					
Veronica Milanova					
Maren Hotel	P	2	0	1	0
Stuart Levy					
Nesli Loren-Alternate					

COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID
Carolyn Bean, Assistant to the Parks and Recreation Director
Brittany Henry, Senior Administrative Assistant
Laura Voet, Aquatic Complex Manager

Consultant or Vendor Representative

Tasha Cunningham, The Brand Advocates
K, Cruitt, Recording Secretary, Prototype Inc.

Guests/Visitors

Sharon Howell, General Manager, Courtyard Oceanside
Jay Pettifer

I. Call to Order/ Roll Call/ Quorum- Chair Lisa Namour

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

Laura Voet, City of Fort Lauderdale Aquatic Complex Manager, provided an update not listed on the agenda, announcing that Fort Lauderdale won the Excellence in Sports Tourism Award—one of four awards earned this year by the Parks and Recreation Department. From April 2023 to April 2024, 12 Visit Lauderdale-supported events generated nearly 19,000 room nights and \$20.7 million in economic impact. She also noted that 90 film permits were issued citywide, with 16 at the Aquatic Complex. Upcoming highlights include the Coastal Classic, now a World Cup qualifier, and the selection of local coach Stephen LeBou and diver James Lichtenstein to represent the U.S. at the World Championships in Singapore.

II. Approval of Meeting Minutes

- June 9, 2025, Regular Meeting – Chair Lisa Namour

Motion by Ina Lee, seconded by Stuart Levy, to approve the June 9, 2025, Regular Meeting Minutes. The motion passed unanimously by voice vote.

III. Approval of Special Meeting Minutes

- June 19, 2025, Special Meeting- Chair Lisa Namour

Motion by Sabrina Graves, seconded by Jeff Peterson, to approve the June 19, 2025, Special Meeting Minutes. The motion passed unanimously by voice vote.

IV. BBID Recommendation on Outdoor Event Fees

BBID Committee Discussion and Recommendation 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.

Judy Erickson, BBID Program Manager, followed up on the June discussion about the Committee's request to scale event fees based on economic impact within the beach district. The Committee noted concerns that high-value, long-standing events could be priced out due to steep fee increases.

Carolyn Bean Smith from Parks and Recreation attended to hear the Committee's recommendation. The Committee supported a model capping the beach usage license fee at \$15,000 for recurring events that can demonstrate at least \$6 million in verified economic impact—such as Tortuga and the Panthers Celebration. For new events, the cap would only apply if the event applicant can provide verifiable data showing \$10 million or more in impact, including confirmed hotel room blocks. The goal is to avoid penalizing impactful events with rising costs and to encourage retention while still ensuring a reasonable fee increase.

Motion by Ina Lee, seconded by Laurie Johnson, to approve the recommendation to cap the beach usage license fee at \$15,000 for recurring events with at least \$6 million in verified economic impact (e.g., Tortuga, Panthers Celebration). For new events, the cap would apply only with verifiable data showing \$10 million or more in impact, including confirmed hotel room blocks. The motion passed unanimously by voice vote.

Ms. Lee expressed concern about growing community pressure to limit Fort Lauderdale Beach events, along with rising fees and regulatory challenges, will drive away important tourism driving events and deter future opportunities. She emphasized that events like Tortuga, the Panthers Celebration, the Boat Show, and the Air Show are essential to Fort Lauderdale's economy, providing a significant boost to hotels, restaurants, retail, and other local businesses, while reinforcing the city's position as a vibrant tourism destination.

The Committee discussed the importance of communicating the economic benefits that these events bring. They noted that the Parks and Recreation Department has been tasked with managing this balance, and that the Budget Advisory Board recommended a cost recovery model to ensure event fees better reflect the use of city resources.

Ms. Lee encouraged attendance at the August 19 City Commission Conference Meeting to present data on the economic impact of BBID-funded events and to advocate for thoughtful policies that protect Fort Lauderdale's tourism-driven economy.

V. Quarterly BBID Marketing and Website Performance Update

- Tasha Cunningham, Brand Advocates - 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.

Tasha Cunningham, Brand Advocates, provided an update on the BBID summer marketing campaign, focusing on the delayed Brightline media buy, which included planned placements at both the West Palm Beach and Orlando stations.

She shared that initial outreach to Brightline began in late March, and by May 16, she had received the sponsorship agreement for the West Palm Beach station, which was sent to BBID staff. On June 6, the agreement was returned with redlines from the City Attorney's office and forwarded to Brightline. That same day, Brightline placed the media buy on hold, citing the scope of the edits. As of July 14, Brightline has not responded, and the West Palm Beach and Orlando placements, originally intended to launch June and July respectively have not proceeded.

Ms. Cunningham noted that media buys in previous campaigns had moved forward more quickly. Ms. Erickson clarified that those earlier placements were possible because they fell within the media cost allowance permitted under Ms. Cunningham's current contract, which allows spending up to \$25,000 without extensive City approvals. The Brightline media buy was \$23,000, which would have exceeded the \$25,000 annual media allowance in Ms. Cunningham's contract, triggering City legal and procurement review despite the individual buy being under the threshold.

Two key constraints were highlighted:

1. The limited cost allowance in the current marketing contract—the agency cannot exceed the \$25,000 annual threshold
2. Timing misalignment between fast-paced media opportunities and the City's slower approval processes.

Ms. Cunningham reported that approximately \$15,000 remains in her current budget, which could support limited near-term activation. Due to time constraints, she was unable to present her full quarterly marketing update and will email it to Committee members.

Ms. Erickson stated that the upcoming marketing solicitation will create an opportunity to develop an agreement structure that better supports the BBID's needs, with the goal of providing greater flexibility for timely media execution. She also noted that the City Manager has been invited to attend a future BBID meeting to help build a shared understanding of the BBID's marketing delivery needs and operational challenges. As a

near-term step, Brand Advocates has been directed to collaborate with BBID event grantees to amplify campaign messaging across their own marketing channels.

VI. Action Item: BBID Reimbursable Event Grant Applications

- *Judy Erickson, Program Manager - Conrad NYE 2025 Fireworks – Biggest Christmas Tree in Broward County* The grant application window was reopened for events. Two eligible applications were received for BBID review, discussion, and possible funding decision.

Chair Namour provided an overview of a reimbursable event grant application for the Conrad Fort Lauderdale Beach's New Year's Eve rooftop fireworks show. The event is designed to attract high-end visitors to the north end of the beach and is said to positively impact the BBID by increasing foot traffic, local spending, and hotel occupancy. However, concerns were raised by several Committee Members regarding the limited visibility of the fireworks—since they take place on a rooftop—and the exclusive nature of the event, which is only accessible to a small number of guests (approximately 1,500). Some members questioned the use of BBID funds for a private hotel event that would not benefit the broader beach community. Comparisons were made to the larger public Fourth of July fireworks display and suggestions were raised to explore a drone show or a barge-based firework display that could serve more of the beach. Ultimately, the Committee discussed revisiting the request and potentially revising it to create a more visible event with broader reach. There was also discussion about the City possibly not hosting a downtown New Year's Eve event .

Motion by Sabrina Graves, seconded by Jeff Peterson, to go back to the Conrad to consider moving the Conrad NYE 2025 Fireworks display to a barge for greater impact the broader beach area. The motion passed unanimously by voice vote.

Chair Namour summarized an event grant application to install a 45-foot Christmas tree at Marina Village, presented as the tallest holiday tree in Broward County and a new annual tradition. The tree would be positioned at the entrance of the Shorely and serve as a central holiday attraction designed to increase foot traffic, tourism, overnight hotel stays, and temporary employment. Success would be measured through event attendance, pedestrian counters, and property data.

While the concept was well-received for its potential community and economic benefits, several Committee Members expressed concerns about the \$85,000 cost, especially given existing nearby holiday installations like the tree at The Loop, Olas, and the A1A decor. There were also comments about the concentration of BBID-funded projects in one area and the importance of spreading attractions further along the beach.

Motion by Jeff Peterson, seconded by Cody Bertone, to deny funding for the Biggest Christmas Tree in Broward County Event. The motion passed unanimously by voice vote.

The Committee discussed opportunities to enhance holiday programming across Fort Lauderdale Beach in a way that would be equitable and impactful for the entire district. Chair Namour summarized the discussion by emphasizing the importance of focusing on initiatives that support all areas of the beach, rather than concentrating resources in one location.

Ms. Cunningham was asked to return in August with a proposal to develop and promote a cohesive, district-wide holiday campaign. Committee Members suggested that many beachfront businesses and hotels already invest in decorations and events, but these efforts are often uncoordinated and under-publicized. There was strong interest in creating a unified holiday experience—such as a holiday stroll—with consistent branding, lighting, and shared promotional efforts. The goal is to position Fort Lauderdale Beach as a vibrant, family-friendly destination during the holiday season, using existing resources more effectively and collaboratively.

VII. Action Item: Park Ranger Coverage Cost – Chair Lisa Namour

- *Follow-up from June Meeting. Discussion of potential expanded park ranger coverage needs.*

The Committee revisited the topic of Park Ranger coverage costs, which was previously discussed without a decision. Staff provided an estimate for weekend coverage, proposing Fridays from 5 PM to 10 PM and Saturdays from 6 AM to 6 PM, with flexibility to shift to Sundays as needed using a combination of part-time and overtime staff. The cost to provide this coverage from July through September 27th is approximately \$6,000.

Motion by Ina Lee, seconded by Stuart Levy, to approve the Park Ranger Coverage Cost. The motion passed unanimously by voice vote.

VIII. Discussion Item: August Meeting Agenda – Strategic Planning Follow-Up- Chair Lisa Namour

- *Committee discussion on either dedicating the entire August BBID meeting to review progress on initiatives from the January 2025 Strategic Planning Session and determining next steps or setting another date for this purpose.*

Chair Namour discussed plans for the August meeting, suggesting it focus on reviewing the strategic planning work done earlier this year and combining it with the Beach 2030 initiative. The Committee also wants to revisit holiday plans and discuss future marketing campaigns. There's a plan to invite the City Manager to a future meeting to help advance media and promotional efforts.

The Committee also talked about the uncertainty surrounding Brightline advertising—legal delays mean it probably won't be ready by August, so they'll consider alternative advertising ideas instead. The current media plan focuses on Miami and Palm Beach markets, with some discussion about expanding to other nearby regions to attract visitors.

Budget-wise, Ms. Cunningham of Brand Advocates stated that about \$15,000 remains available for marketing efforts this fiscal year, which should cover ongoing expenses through October. The Committee emphasized creating a thoughtful, unique marketing campaign highlighting what makes the area special, rather than just buying generic ads.

The Committee also discussed reviving "Spa Month" for September, which was popular in the past. Local spas are already providing content and promotions, with editorial and social media material ready for distribution.

The Committee directed that Ms. Cunningham:

- Coordinate with Visit Lauderdale's Dine Out campaign;
- Promote Spa Month;
- Develop a fall and holiday campaign plan to highlight district décor, hotel activations, and local celebrations;
- Return to the next Committee meeting with alternative summer marketing options and a draft holiday campaign concept.

IX. Program Manager Updates – Judy Erickson, BBID Program Manager

Ms. Erickson provided an update on the fiscal year 2026 budget. The assessment rate remains at \$0.085 per \$1,000 of assessed value. The Committee is encouraged to consider budgeting annually for media and marketing, with plans to discuss this further in August. Appointment letters for BBID representatives are due by August 1 for reappointment in September.

She also provided an update on the Breakers Avenue project, which is nearing final design and partially funded by a \$3 million grant. Ms. Lee noted that the BBID is unable to fund the project due to legal restrictions on spending outside its boundaries. As a follow-up to the BBID Infrastructure Improvement Audit, it was noted that the spray-painted utility markings from construction are legally required and are fading gradually. Staff confirmed they are monitoring this, and that FDOT-related sidewalk repairs are currently underway.

A total of twelve grants for FY 2026, along with one remaining from FY 2025, are pending final City approval, with agreements to include sponsorship terms and deliverables. The FY 2026 grants cannot be presented to the City Commission until the new fiscal year begins. She noted that the grant agreements still need to be drafted and approved, and requested that the BBID provide input on desired sponsor deliverables to help shape those agreements.

The Committee was also urged to attend the City Commission meeting on August 19 to support continued funding for tourism-driving events and to help address community concerns. Staff will assist in preparing talking points for the presentation.

X. Adjournment – Chair Lisa Namour

Upon motion duly made and seconded, the meeting adjourned at 3:15 p.m.

[Minutes prepared by J. Burnham, Prototype, Inc.]