



AGENDA
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

October 21, 2024

1:30 PM

BBID Member Ina Lee to participate Virtually

NEW MEETING LOCATION

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL 33316

South Building – 2nd Floor East Conference Room

I.	Call to Order/Roll Call Quorum
II.	Approval of Meeting Minutes <ul style="list-style-type: none"> Regular Meeting July 8, 2024
III.	Nomination and Selection Chair and Vice Chair
IV.	Request for BBID Funding: Holiday Lighting Diwali at LOOP
V.	LOOP Park Ranger Pilot Project Outcomes, Luisa Agathon, Neighbor Support Manager
VI.	Progress Report Marketing and Website Administrator, Tasha Cunningham, The Brand Advocates <ul style="list-style-type: none"> Quarterly Marketing & Web Performance Action Items from May/June Meetings: <ul style="list-style-type: none"> Visit Lauderdale Campaign Performance Tabling Ecommerce Q4/Q1 Campaign Planning Updates
VII.	Discussion on November Meeting Date and Annual Summer Break
VIII.	BBID Program Manager Updates, Judy Erickson, BBID Manager
IX.	Board Member Updates
X.	Adjournment

Purpose:

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and 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.