

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Thursday, October 21, 2024, 1:30 P.M.
Fort Lauderdale Aquatic Center
501 Seabreeze Blvd, Fort Lauderdale, FL 33316
South Building – 2nd Floor East Conference Room

MEMBERS	September 2024 – August 2025				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
Bahia Mar Doubletree <u>Lisa Namour, Chair</u> Alternate-Vacant	P	1	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	1	0	0	0
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	A	0	1	0	0
Ritz Carlton Hotel <u>Jose Torres</u> Samuel Fuerstman, Alternate	P	1	0	0	0
Greater FTL Chamber of Commerce <u>Ina Lee</u>	P	1	0	0	0
The Westin Ft Lauderdale Beach <u>Laurie Johnson</u> Michael Berry, Alternate	P	1	0	0	0
B Ocean Fort Lauderdale <u>Sabrina Graves</u> German Villa, Alternate	P	1	0	0	0
Sonesta Hotel <u>Ryan Frederick</u> Jeff Peterson, Alternate	P	1	0	0	0

Staff

Judy Erickson, BBID Program Manager
D’Wayne Spence, Deputy City Attorney

Sgt. Monica Ferrara, City of Fort Lauderdale Police Department
Carl Williams, Parks and Recreation Director
Luisa Agathon, Neighbor Support Manager

Guests

None

I. Call to Order / Roll Call / Quorum

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

Ms. Lee attended via Zoom.

II. Approval of Meeting Minutes

- **Regular Meeting – July 8, 2024**

Motion made by Ms. Namour, seconded by Ms. Johnson, to approve the minutes of the July 8, 2024, Regular Meeting as presented. In a voice vote, the motion passed unanimously.

III. Nomination and Selection of Chair and Vice Chair

Mr. Fleming nominated Ms. Namour for Chair, seconded by Ms. Lee. Motion passed unanimously.

Ms. Lee nominated Mr. Fleming for Vice Chair, seconded by Ms. Johnson. Motion passed unanimously.

IV. Request for BBID Funding: Holiday Lighting Diwali at LOOP

Ms. Erickson described the request and noted the BBID had provided funding last year. The amount requested this year was \$4,950, which would cover the additional weeks of maintenance and insurance.

Motion made by Ms. Lee, seconded by Ms. Namour to approve the Request for funding for the **Holiday** Lighting Diwali at LOOP. Motion passed unanimously.

Ms. Erickson described the lighting the City and BBID were each funding and said Olaf would be installed at A1A and Las Olas on November 4.

V. LOOP Park Ranger Pilot Project Outcomes – Luisa Agathon, Neighbor Support Manager

Ms. Agathon provided the update. She stated there was a decrease in Park Ranger calls, possibly due to the visibility of Park Rangers on site. There was also an increase in

homeless calls for service. She said adding the Park Ranger allowed them to address concerns more efficiently. Overall, Board members agreed there had been a positive effect.

Ms. Agathon reported that City funds were not approved to continue the program in 2025. However, the City is working on a broader strategy to comply with the new State law regulations on homelessness, which would provide additional staff citywide, including beach coverage. Mr. Fleming and Ms. Namour acknowledged the program's positive impact. Mr. Fleming then asked Ms. Agathon and Sgt. Ferrer if additional funding for extra coverage at the LOOP area would be beneficial. Sgt. Ferrer confirmed that additional ranger coverage in January and February would be helpful, especially in the LOOP area.

Ms. Lee said they must be vigilant regarding DC Alexander Park.

Mr. Fleming requested that Ms. Agathon provide a proposal for BBID funding consideration for January and February 2025.

VII. Discussion on November Meeting Date and Annual Summer Break

The regular meeting was scheduled for November 11, Veterans Day and Board members agreed to move the meeting to Monday, November 18 at 1:30.

Motion made by Ms. Lee, seconded by Ms. Johnson, to change the Board's November meeting to November 18 at 1:30 PM. Motion passed unanimously.

Motion made by Ms. Namour, seconded by Mr. Frederick, to cancel the Board's September 2025 meeting. Motion passed unanimously.

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

BBID Boundaries

Mr. Spence provided a Power Point presentation on the Beach Business Improvement District Boundaries, a copy of which is attached to these minutes for the public record.

Staff had noted the original boundary map was unclear and had a proposal on how to adopt a clearer map, drawn from the Carras Study, for the BBID to review. Mr. Spence said this would be accomplished during the City's budget process. He noted that extending the boundary would require a study showing that there was a special benefit and a fair apportionment of the cost of that benefit to all payers.

Ms. Lee noted that only seven of the top ten properties had members appointed to the BBID Board. She thought other properties should be represented, including the Conrad, and asked about expanding the Board membership. Mr. Spence said this would require an amendment of the resolution that established the Board.

BBID Event Grant Program

Ms. Erickson said the City Attorney's office had recommended they have formal policies in place regarding late applications and for those received for the current year. Assistant City Attorney Lynn Solomon would attend a future meeting to discuss potential ideas with the Board.

Ms. Erickson described the existing timeline and asked if the Board wished to make any changes. Ms. Lee said Visit Lauderdale had a policy for making exceptions and suggested Ms. Erickson speak to them prior to the meeting.

Central Beach Survey

Ms. Erickson said the survey was now online and invited everyone to reply. She noted this survey was specific to residents and businesses and they could consider a survey for visitors in the future.

IX. Board Member Updates

New Board member Jose Torres introduced himself.

Ms. Lee reported there would be a Broward County Tourism Coalition Zoom call on Friday October 25 and then a Beach Council meeting at the Chamber of Commerce. Ms. Lee described her recent medical issues.

Ms. Lee requested an agenda item regarding expansion of BBID Board membership for their next meeting.

Mr. Fleming requested an update on parking lots for the next meeting.

Ms. Lee suggested sending a letter to Ms. MacDiarmid thanking her for her service on the Board and all the contributions she had made. Board members agreed.

VI. Progress Report Marketing and Website Administration – Tasha Cunningham, The Brand Advocates

[Ms. Cunningham did not attend the meeting]

- **Quarterly Marketing & Web Performance**
- **Action Items from May/June Meetings:**
 - **Visit Lauderdale Campaign Performance**
 - **Tabling**
 - **Ecommerce**
- **Q4/Q1 Campaign Planning Updates**

X. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 2:21 p.m.

The next BBID meeting was scheduled for November 18 at 1:30 PM.

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