

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, November 18, 2024, 1:30 P.M.
Fort Lauderdale Aquatic Center
501 Seabreeze Blvd, Fort Lauderdale, FL 33316
South Building – 2nd Floor East Conference Room

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

Staff

Judy Erickson, BBID Program Manager
Lynn Solomon, Assistant City Attorney III
J. Opperlee, Prototype Inc. Recording Secretary
Carolyn Bean, Assistant to the director, Parks and Recreation
Caroline Yeakel, Project Manager II

Guests

Vicki Grodner, Vast CRE

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. Approval of Meeting Minutes

- **Regular Meeting – October 21, 2024**

Motion made by Mr. Fleming, seconded by Ms. Johnson, to approve the minutes of the October 21, 2024, Regular Meeting as presented. In a voice vote, the motion passed unanimously.

III. LOOP Park Ranger Proposal Review

Following the Neighbor Support Office's October 21, 2024, presentation on last year's successful Park Ranger Program, the BBID board requested a proposal for extended coverage in the LOOP and DC Alexander Park. The Neighbor Support Office provided the proposal to Ms. Erickson, who distributed it for review. The proposal outlined an increase in ranger coverage in the LOOP for January and February 2025, at a cost totaling \$9,000. The coverage would primarily focus on the LOOP, with additional support available for DC Alexander Park as needed.

Motion made by Ms. Lee, seconded by Ms. Graves, to approve \$9,000 toward increased ranger coverage at the LOOP in January and February 2025. In a voice vote, the motion passed unanimously.

IV. Special Event Ordinance: Status Update

Carolyn Bean, Assistant to the Director, Parks and Recreation Department

Ms. Bean said the Budget Advisory Board had suggested reconsidering the event fees for total cost recovery. Structural Innovation had conducted a study and developed a new fee matrix for outdoor event applications. Ms. Bean described how the matrix would be used to assign a point value based on impacts. New applications fees would start at \$500 for on-time applications and \$1,000 if late and could require an additional beach license or park fee, depending on the impact. This would provide significant additional funds but not total cost recovery. Ms. Lee asked about the Habitat Conservation Plan (HCP) which allowed the City to mitigate when holding events at the beach during turtle nesting season.

Ms. Lee said the Board wanted events that would bring upscale tourism, not events that brought road closures but no tourism and this type of impact should be factored into the matrix. Mr. Fleming suggested phasing in the fee change for events that had been coming for years. Ms. Bean agreed to come back to the Board with the next draft. Mr. Fleming suggested adding points for events that performed beach cleanup after their events or did something else that was community focused.

V. South Beach Parking Lot: Project Update

Caroline Yeakel, Project Manager II, Transportation & Mobility Department

Ms. Yeakel said the lot was now called the Fort Lauderdale Beach Parking Lot. She stated work was 90% complete and should be done by December 15. She reported they had added eight new trees to the south part of the lot and three new trees to the center median and had passed the partial landscaping and irrigation inspection. She noted that the scope of work was to help minimize equipment rental costs and mobilization for events on the beach.

Ms. Yeakel said they had begun the design for Phase II and invited the Board's input. She provided a sheet with funding information and said they were currently under budget: they had anticipated it would cost \$1.2 million but the cost was currently less than \$900,000. They would not use the BID funds until reconciliation at the end of the project, since it was based on a percentage of the total cost. She stated she requested a reconciliation from Procurement and Finance and would share the update once received.

Ms. Yeakel informed Mr. Fleming that a fact sheet for event organizers would be provided upon receipt from the contractor. Additionally, a staff member would serve as a liaison to assist with operating the equipment. Ms. Yeakel said an important aspect of the project was to allow the lot to be split and the center gate would be used for the events' entrance and bollards would close the parking lot, so an event could be held on the south part of the lot while parking could remain open. She said in phase II, they wanted to incorporate something that spoke to the beach area, such as a mural, which could recognize the BID for its funding contribution. Ms. Erickson requested that Ms. Yeakel involve Joshua Carden, Cultural Affairs Officer for the City.

VI. Discussion on Expanding BBID Board Membership

Ms. Lee said there were currently seven Board members from the top 10 assessed hotels and she thought the others should be represented. Board members agreed. Ms. Erickson distributed a list of the top ten assessed properties.

Motion made by Ms. Graves, seconded by Ms. Johnson, to ask the City to consider expanding the BID to include all of the top 10 assessed properties. In a voice vote, the motion passed unanimously.

Ms. Erickson agreed to ask the City Clerk how to increase the number of Board members on the BID.

VII. BBID Grant Policy Discussion

Lynn Solomon, Assistant City Attorney III

Ms. Lee said they needed the flexibility to fund something that came up unexpectedly, such as the Panthers' request after winning the Stanley Cup. Mr. Fleming said applications were due by the end of February, the Board reviewed them in March and

decided in April and May. Chair Namour wanted to discuss how they would determine whether an event would qualify for flexibility. Ms. Solomon said the issue with the Panthers was that they had applied after the deadline. She pointed out that the Board had put out the deadline, but there was nothing in the regulations or ordinance that required them to do so. The solution was to change the instructions on the website.

Chair Namour recalled the reason they had set the deadline was that they would get lots of choices at once. Mr. Fleming recalled they used to spend so much time hearing from applicants at every meeting and had decided to limit the reviews. They could still encourage people to apply early but they could accommodate others as they came in. Mr. Torres wanted to ensure they had an idea of events for the entire year so they could budget properly.

Ms. Solomon explained that if there was funding available they could reopen the application cycle and provide whatever notices were necessary. Since there was no policy, there was nothing to officially amend.

VIII. Conrad New Year's Eve Fireworks Proposal Discussion - \$75,000

Ms. Solomon advised the Board not to make a decision until they went through the process of reopening the application cycle. Ms. Erickson said she was working with the City's webmaster to open the application cycle as of December 1.

IX. Progress Report Marketing and Website Administrator

Tasha Cunningham, The Brand Advocates

- Quarterly Marketing & Web Performance

Ms. Cunningham provided a Power Point presentation, a copy of which is attached to these minutes for the public record.

- Action Items from May/June Meetings:
 - Visit Lauderdale Campaign Performance

Ms. Cunningham reviewed the performance data.

- Tabling
- Ecommerce

Ms. Cunningham said they had extensively researched this and produced a technical memo. They did not feel it was an efficient use of staff time.

- Q4/Q1 Campaign Planning Updates

Ms. Cunningham said they were concentrating on activations and exposure of the BID, and for the FemAle Brew Fest they had created a social media wall that allowed people scan a QR code. There had been approximately 800 scans over the one-day event. They would do similar activations with other BID-sponsored events.

Ms. Johnson said they were executing their summer plan now, to take advantage of the early booking bonus for the wholesale international market and to build base further into

the booking cycle. Board members discussed international clicks to the website and Ms. Cunningham said they needed to do some Google Ad Sense campaigns to come up on the first page.

Ms. Johnson wanted to re-up Spa Month in August and September, since VisitLauderdale was not doing it anymore.

Mr. Erickson informed the Board that they are strategically partnering with BBID event organizers to amplify messaging about Fort Lauderdale Beach through the event partners' marketing web, digital, email, social, etc. channels. This collaborative approach is supported by key event partners, including Tortuga, ensuring a cohesive and impactful outreach to improve reach and engagement with the event organizer audiences.

Ms. Lee noted that what was happening on the 17th Street Causeway would affect the beach, including the opening of Pier 66 and the Omni. She said they must be very aggressive about promoting Fort Lauderdale beach. She stated the U.S. Travel Association's IPW in 2026 would be a game changer and they needed to take as much advantage as they could.

Ms. Johnson thought they needed to be better about messaging when there was a storm, noting that the number of cancellations when they were technically open for business was extremely impactful. Ms. Lee pointed out they had beach cams to show the current conditions.

X. BBID Program Manager Updates

Ms. Erickson reminded everyone of the Light up the Beach event later that day.

XI. Board Member Updates

Chair Namour said they were all looking for new ideas and ways to capture a new audience. She invited Board members to bring any and all ideas to the Board. Ms. Lee suggested a workshop to explore new ideas and Chair Namour suggested holding it in early 2025.

Board members reported the Boat show had gone well for them.

Mr. Torres said there was so much more to the destination than just the beach and he worked with his sales team to tie them all together. He said they needed to cater to current customers and create demand over the entire year by holding the events.

XII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 2:59 p.m.