



BEACH BUSINESS IMPROVEMENT DISTRICT  
ADVISORY COMMITTEE SPECIAL MEETING (BBID)

September 25, 2025  
1:00 PM

**Fort Lauderdale Aquatic Center**  
501 Seabreeze Blvd, Fort Lauderdale, FL  
33316  
East Conference Room

I.	<b>Call to Order / Roll Call / Quorum</b> – Chair Lisa Namour
II.	<b>Approval of August 11, 2025, Meeting Minutes</b> – Chair Lisa Namour
III.	<b>BBID Marketing Presentation</b> <ul style="list-style-type: none"> <li>• Presentation by Brand Advocates: Reframed umbrella marketing campaign</li> </ul> – Tasha Cunningham, Brand Advocates
IV.	<b>BBID Reimbursable Event Grant Request</b> – Judy Erickson, Program Manager – Conrad NYE 2025 Fireworks
V.	<b>Program Manager Updates</b> – Judy Erickson, BBID Program Manager
VI.	<b>Adjournment of Meeting</b> – 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.