

**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

**Cumulative Attendance
September 2024- September 2025**

Organization/Hotel	P/A	Regular		Special	
		P	A	P	A
Marriott Courtyard, PHF Oceanfront Sharon Howell Steve Zunt, Alternate	P	8	2	1	1
The "W" Hotel, Capri Hotel, LLC Cody Bertone Alex Caceres, Alternate	P	6	4	2	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	P	7	3	2	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	P	10	0	2	0
Greater FTL Lauderdale Chamber Ina Lee	P	10	0	1	1
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	10	0	2	0
B Ocean Fort Lauderdale Sabrina Graves Michael Dutton, Alternate	A	10	0	1	1
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate	P	9	1	2	0
Conrad Robert Lacle Veronica Milanona, Alternate	P		2	2	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	P	2	0	1	0

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COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID

Nancy Gassman, Ph.D., Deputy Director Sustainability and Special Projects Division
Parks and Recreation

Talula Thibault, Program Manager, Sustainability, Parks and Recreation

Consultant or Vendor Representative

Tasha Cunningham, The Brand Advocates

Guests/Visitors

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.

II. Approval of August 11, 2025, Meeting Minutes

Motion by Ms. Lee, seconded by Mr. Torres, to approve the August 11, 2025, Regular Meeting Minutes. The motion passed unanimously by voice vote.

III. BBID Marketing Presentation - Presentation by Brand Advocates: Reframed umbrella marketing campaign – Tasha Cunningham, Brand Advocates

Tasha Cunningham, Brand Advocates, provided the Advisory Committee with an update on the Ready, Set, Splash campaign. The campaign is designed to complement Visit Lauderdale's Never Lose Your Splash initiative and position Fort Lauderdale Beach as a year-round destination, with seasonal themes such as Splash into Summer and Splash into the Holidays. Initial efforts will include holiday-focused creative, Brightline station placements in West Palm Beach (confirmed) and Orlando (pending additional funding), and Visit Florida co-op opportunities through platforms like TripAdvisor and weather-triggered digital campaigns. Campaign performance will be tracked using hotel-specific QR codes and booking links.

Motion by Ms. Lee, seconded by Mr. Torres, to approve the reframed umbrella marketing campaign "Ready, Set, Splash" creative and plan, and to authorize additional media funding for Visit Florida co-op advertising in the amount of \$18,750, as well as additional

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funding of \$18,500 for media placements to support the campaign as discussed at the August 2025 meeting. The motion passed unanimously by voice vote.

Event Grant Deliverables and Tracking System

The Committee discussed event grant deliverables for the Tortuga event and confirmed that the *Tortuga for Kids* initiative, which has been led by Brand Advocates, is not part of the BBID's required deliverables under the BBID's event grant to Tortuga. It was noted that Ms. Erickson will oversee all sponsorship and event deliverables to ensure they align with BBID priorities and should be informed of all related activities. Ms. Cunningham, with Brand Advocates, will manage implementation in coordination with Ms. Erickson and in line with approved agreements.

To support transparency and long-term planning, the BBID will maintain an event deliverables history document to give committee members a clear view of past commitments and help guide future deliverable discussions. This record will be updated annually to capture requests and identify opportunities to better leverage event benefits. Tasha, with Brand Advocates, is finalizing the deliverables spreadsheet and will share it with Ms. Erickson and the BBID Chair for review, as requested by the Committee.

IPW Planning

The Advisory Committee discussed participation in IPW, noting that hotels may also participate through their brands, management companies, ownership groups, or Visit Lauderdale. Ms. Erickson has been in contact with Visit Lauderdale regarding potential participation opportunities appropriate for the BBID.

Decision: Committee members will return to their respective hotels to determine each property's plans for IPW participation.

Next Steps: The Committee will reconvene at the October 13 BBID meeting to review and coordinate plans.

Budget: Funds will be included in the BBID budget to support IPW production needs and ensure a strong visual presence and appropriate touchpoints for destination promotion.

IV. BBID Reimbursable Event Grant Request- Judy Erickson, Program Manager Conrad NYE 2025 Fireworks

Chair Namour provided an update on the New Years Eve Fireworks grant request She emphasized that no final determination can be made until detailed city cost plans are received. The Advisory Committee will review the updated application, including projected

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costs, at the October 13 BBID meeting. Ms. Erickson highlighted logistical considerations such as police coordination, parking, special events permitting, and crowd management. Committee members also noted the importance of evaluating whether fireworks or drone displays are more feasible.

V. Program Manager Updates

Judy Erickson, BBID Program Manager

Barrier Island Maintenance and Improvements Ms. Erickson reported significant progress on ongoing barrier island maintenance. Funding has been approved to refurbish pavement markings on E. Las Olas Blvd between A1A and Seabreeze Blvd. Additional improvements include newly painted pedestrian light poles along A1A and the LOOP, patched and painted concrete seating walls, benches, and planters, removal of outdated smart kiosks, and planned cleaning of the BBID-branded decorative utility box wraps.

Holiday Décor and Lighting Updates

Ms. Erickson also provided an update on holiday décor and lighting for the barrier island, including plans for the holiday kickoff events. Holiday lighting, including wrapping the palm trees in the LOOP, will take place the week of October 13 to be completed in time for the October 18 Diwali event. Lighting along A1A pedestrian light poles will be installed the following week, in time for the Boat Show, pending illumination approval from FWC regarding turtle lighting. City staff have been monitoring nesting activity and are coordinating with FWC and Broward County on compliance. The annual snowman installation will be completed by November 12, ahead of the City's Light Up the Beach event on November 19 at the LOOP. Additionally, she noted that Marina Village will host the lighting ceremony for Broward's Tallest Christmas Tree the week following Light Up the Beach.

Beach Food and Beverage Sales and Service Permit Update

Ms. Erickson reported that the City has streamlined the Beach Food and Beverage Sales and Service Permit process. Once the ordinance readings are completed on October 23 and November 4, renewals will be approved administratively, eliminating the need for City Commission review. New applications from upland hotels will still require Commission approval. This change will make the renewal process faster and more efficient.

Florida Panthers Stanley Cup Photo Opportunity

Ms. Erickson also shared that the Florida Panthers have invited the BBID Advisory Committee for a special opportunity to take photos with the Stanley Cup. This will not be a public event but a private session scheduled for a few hours to allow committee members to take pictures. She will be reaching out with the confirmed date and time.

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VI. Adjournment – Chair Lisa Namour

Upon motion duly made and seconded, the meeting adjourned at 2:25 p.m.

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