

**BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE SPECIAL MEETING (BBID)**

November 10, 2025
1:30 PM

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

I.	Call to Order / Roll Call / Quorum <i>Chair Namour - Welcome and introductions</i>
II.	Approval of BBID Minutes <i>Chair Namour</i> Approval of October 13, 2025, Meeting Minutes
III.	Presentation: Proposed Amendments to Section 8.55.4 – Sale, Service, and Consumption of Food and Alcoholic Beverages on the Beachfront <i>City of Fort Lauderdale Parks and Recreation</i> Overview of proposed ordinance amending Chapter 8, Section 8.55.4 of the City Code to update the fee structure and renewal process for Upland Hotels participating in the beachfront food and beverage program.
IV.	Discussion: BBID Participation and Budget Allocation for IPW 2026 <i>Chair Namour (Introduction)</i>
V.	Marketing Items (Tasha Cunningham, Brand Advocates – Not Present) <i>Chair Namour (Introduction)</i> A. FY25 Q4 Quarterly Performance Update (Informational Item) <ul style="list-style-type: none"> • Written report included in agenda packet. • Full walk-through will occur at a future meeting when the agency is present B. FY26 Q2 Media Plan (Action Item) <ul style="list-style-type: none"> • Included in agenda packet • Committee discussion and vote on approval
VI.	Informational Presentation: Hotel Sales and Marketing Services <i>Chair Namour (Introduction)</i> <i>Presenters: SavvyTrvl.com and Evoques.com</i> Overview of marketing services and capabilities to help drive domestic and international sales for BBID hotels
VII.	Action: BBID Event Grant Requests <i>Chair Namour (Introduction)</i> <ul style="list-style-type: none"> • NYE Fireworks – December 31, 2025 • Fort Lauderdale Open – April 29 – May 2, 2026
VIII.	Program Manager Updates <i>Judy Erickson, Program Manager</i>
IX.	Other Business <i>Chair Namour</i>
X.	Adjournment of Meeting <i>Chair Namour</i>

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.