

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

October 13, 2025

1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL 33316

East Conference Room

**Cumulative Attendance
September 2025- September 2026**

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

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COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID

Glenn Marcos, Director of Procurement

Heather Rose, Senior Procurement Specialist

Vicki Gargano, Community Outreach Director, Officer of Commissioner Sorensen,
District 4

Consultant or Vendor Representative

Luis Galvez, The Brand Advocates

Guests/Visitors

Commissioner Ben Sorenson

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. Election of Officers

- **Nomination and election of Chair**
- **Nomination and election of Vice Chair**
- **Chair assumes leadership of the meeting**

Motion was made by Ms. Lee, seconded by Laurie Johnson nominating Lisa Namour to serve as Chairperson. The motion was put to a voice vote and passed unanimously.

Motion was made by Ms. Lee, seconded by Jeffrey Peterson nominating Sabrina Graves to serve as Vice Chairperson. The motion was put to a voice vote and passed unanimously.

III. Approval of Agenda and Minutes

- Approval of October meeting agenda
- Approval of September 25, 2025, Special Meeting Minutes

Motion by Sabrina Graves, seconded by Laurie Johnson. The motion was put to a voice vote and passed unanimously.

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Motion by Sabrina Graves, seconded by Jeffrey Peterson. The motion was put to a voice vote and passed unanimously.

IV. FY26 Budget Review and Approve

- Discussion
- Action: Motion to approve FY26 Budget

During the FY26 Budget Review, Chair Namour commented that current marketing and media spending has not generated sufficient impact, particularly with approximately 56% of the budget allocated toward events. The committee discussed whether shifting a portion of funding toward targeted marketing and travel agency representation would offer stronger returns despite higher associated costs. Ms. Lee emphasized the need to maintain important destination events but stated that the current marketing budget is too limited to effectively compete in the global tourism market. She recommended aligning with Visit Lauderdale's "Splash" campaign and tracking return on investment through room nights and hotel demand.

Ms. Loren proposed partnering with international travel agencies to exclusively promote BBID hotels, funded jointly by the district and participating hotels, structured by hotel size. Ms. Graves expressed support for exploring this option, and Ms. Erickson noted that contingency funds are available if needed. Chair Namour concluded that while legacy events should remain, the committee should prioritize more creative, results-driven marketing strategies and invite travel agencies to present at a future meeting.

Motion to approve Fiscal Year 2026 Budget by Ms. Loren, seconded by Sabrina Graves. The motion was put to a voice vote and passed unanimously.

V. Welcome Commissioner Ben Sorensen, City of Fort Lauderdale (District 4)

The Committee welcomed Commissioner Ben Sorensen, who was receptive to feedback and agreed to follow up on several key items. First, he will speak with the City Manager regarding strengthening tourism leadership and coordination, including the potential for a designated tourism director position. Second, he will look into streamlining the hotel beach event permitting process, particularly for single-hotel functions that are currently hindered by lengthy advance submission requirements, leading to lost group business. Third, he will follow up with staff on concerns related to the A1A Marathon being scheduled over Presidents Day weekend, a peak occupancy period that creates challenges for hotel staff access and frustrates guests and visitors due to road closures.

Commissioner Sorensen emphasized the City's recent investments in public facilities and expressed strong support for improving collaboration with the BBID and the broader hospitality community. Ms. Loren noted that the lengthy beach permit approval timeline continues to cause hotels to miss booking opportunities and offered to meet with the

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Commissioner to discuss seasonal operational realities. Ms. Lee highlighted BBID's annual \$275,000 contribution to the Tortuga Music Festival and encouraged greater City recognition of BBID's economic impact. Ms. Johnson reiterated that marathons and similar events often do not generate room nights and can negatively affect hotel operations during peak weekends.

Regarding the proposed Flyover at 17th Street, the Commissioner acknowledged concerns and explained that the project is still in early review. He stated he expects continued discussion with transportation staff and community stakeholders before any final decisions are made, with an emphasis on minimizing disruption to tourism and hotel operations.

Commissioner Sorensen thanked the committee and expressed his commitment to ongoing dialogue and collaboration to strengthen tourism in Fort Lauderdale.

VI. Discussion with Director of Procurement, Glen Marcos

- Overview of City procurement processes
- Discussion on BBID's needs related to marketing, media buying agility, and involvement in upcoming RFP solicitation

Director of Procurement, Mr. Glen Marcos provided an overview of the City's procurement processes and addressed the BBID's questions related to media buying flexibility and participation in the upcoming marketing agency RFP. Committee members asked whether media purchases could be streamlined, whether Brand Advocates could place media buys and be reimbursed without repeated legal review, and whether the BBID could have multiple representatives involved in the RFP evaluation process. Mr. Marcos explained that state and county ethics rules—established through Broward County Ordinance 2011-19—prohibit elected officials and advisory board members from serving as voting members of selection committees due to conflict-of-interest concerns and the need to preserve impartiality in procurement. He noted that allowing advisory board members to directly participate in vendor selection could create both actual and perceived conflicts of interest and blur the required separation between governance (BBID) and administration (City).

Committee members asked whether, while not voting, the BBID could at least meet with the shortlisted firms to provide input. Mr. Marcos clarified that this is not permitted; however, BBID members may attend the public portions of evaluation meetings as observers. He described the structure of those meetings: the opening and scoring portions are open to the public, while the vendor presentation segment is closed to prevent competitors from gaining unfair advantage. Recordings are made available after scoring.

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Regarding representation, Mr. Marcos confirmed that City staff subject-matter experts—including individuals with marketing or tourism background (e.g., Strategic Communications or Parks & Recreation staff)—can be appointed to RFP evaluation committees, and the BBID may request that specific qualified staff be included.

On media spending, Mr. Marcos clarified that advertising is exempt from competitive bidding and Brand Advocates may place media buys as a pass-through, with reimbursement. In the new BBID marketing services contract, provided the new media spending limit of \$25,000 will be increased, the BBID may spend its allocated \$80,000 for FY26 media without returning to City Commission unless the total contract amount increases by more than 10%. Legal review will still be required to ensure required state contract terms and protections are included. Mr. Marcos recommended developing pre-approved template contract language for recurring or signature advertising placements to improve turnaround time.

VII. IPW Participation

- Discussion and decision on BBID's participation in IPW

The Committee discussed how the BBID should participate in IPW and whether to join Visit Lauderdale's booth or create a dedicated presence focused specifically on Fort Lauderdale Beach hotels. Some members expressed interest in having a BBID-branded area within the Visit Lauderdale booth to ensure focused promotion of beach properties and avoid competing messaging with larger hotel brands. Others emphasized the value of presenting a unified destination message, noting that clients often do not distinguish between different areas of Fort Lauderdale and may confuse it with Miami.

The Committee agreed that visibility and branding throughout the destination during IPW will be critical. Ideas included securing Fort Lauderdale Beach-branded street banners, bridge signage, QR code displays, hotel lobby materials, and coordinated marketing touchpoints to reinforce "Welcome to Fort Lauderdale Beach" messaging for attendees. Members suggested setting up a meeting with Visit Lauderdale contacts to determine what activation opportunities exist and what is permitted. The Committee will compile a list of requested branding opportunities (e.g., light pole banners, building signage, QR code materials) and follow up with Visit Lauderdale and City partners to align on next steps.

VIII. Grant Request – New Year's Eve Fireworks

- Review of updated submission and cost details
- Action: Consideration of grant approval

The Committee reviewed the updated grant request for the New Year's Eve fireworks display, proposed at approximately \$125,000, to be funded from the BBID contingency budget. The display would be launched from a barge offshore, with costs primarily driven

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by police and public safety staffing, along with barge rental and fireworks production. Members discussed balancing this spending with other upcoming priorities—especially potential costs related to IPW marketing and destination activation. Several members agreed that while the New Year’s Eve event is valuable and well-attended, its return on investment is less measurable compared to tourism-focused initiatives tied to room nights.

The Committee requested a detailed budget breakdown before making a final decision. The group agreed to revisit the grant request at the next meeting, allowing time to compare potential spending tradeoffs and confirm permitting and logistics. No vote was taken at this meeting.

IX. Program Manager Updates

The Committee received an update regarding the City’s guidance on sponsoring key events. Following further review by the City Attorney’s Office, the BBID may proceed with funding Lauderdale Tropical Bear and Flockfest. The Committee noted that these events have the potential to drive hotel room nights when marketed effectively. No further concerns or questions were raised at this time.

X. Other Business

- Open Discussion

None.

XI. Adjournment of Meeting

- BBID Chair

Upon motion duly made and seconded, the meeting adjourned at 3:30 p.m.

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