



FORT LAUDERDALE BEACH

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

December 8, 2025

1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, 33316

East Conference Room

<p>I. Call to Order / Roll Call / Quorum Chair Namour – Welcome and introductions</p>
<p>II. Approval of BBID Minutes Chair Namour Approval of November 10, 2025 Meeting Minutes</p>
<p>III. Information Item: Proposed Amendments to Section 8.55.5 – High Impact Events Sergeant Monica Ferrer, City of Fort Lauderdale Police Department Overview of proposed updates to improve safety and enforcement during high-impact beach events.</p>
<p>IV. Discussion: Major 2026 Events – IPW and FIFA Chair Namour (Introduction) A. IPW 2026 – Review of BBID’s potential participation and budget needs to support destination marketing. B. FIFA 2026 – Updated discussion on anticipated hotel and tourism impacts following the release of the match schedule and event allocations.</p>
<p>V. Marketing Update: Tasha Cunningham, The Brand Advocates Chair Namour (Introduction) A. FY25 Q4 Quarterly Performance Update B. FY26 Media Plan (Action Item) – Committee discussion and vote on approval</p>
<p>VI. Discussion: Hotel Sales and Marketing Services Chair Namour (Introduction) Brief proposal for committee review outlining potential BBID-funded hotel sales and marketing services aimed at increasing domestic and international demand for BBID hotels.</p>
<p>VII. Program Manager Updates Judy Erickson, Program Manager, BBID and Beach Experience A. Visit Lauderdale Food & Wine Festival – Memorial Day Promotional Opportunity Update on BBID’s support of the January festival and staff’s year-round engagement efforts, including a post-event Memorial Day promotional opportunity being offered to BBID businesses. B. FY 2027 BBID Grant Application C. General BBID operational updates</p>

VIII. Other Business
Chair Namour
IX. Adjournment of Meeting
Chair 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.