

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

March 9, 2026

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 Carlos Yong, Alternate | A | 3 | 4 | 0 | 0 |
| The "W" Hotel, Capri Hotel, LLC Cody Bertone (arrived at 1:34 pm & left at 3:10 pm) Alex Caceres, Alternate | P | 5 | 1 | 0 | 0 |
| Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate | A | 3 | 3 | 0 | 0 |
| Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate | P | 5 | 1 | 0 | 0 |
| Greater FTL Lauderdale Chamber Ina Lee | P | 6 | 0 | 0 | 0 |
| The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate | P | 6 | 0 | 0 | 0 |
| B Ocean Fort Lauderdale Michael Berry Alvaro Hernandez (arrived at 1:35 pm), Alternate | P | 5 | 1 | 0 | 0 |
| Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate | P | 6 | 0 | 0 | 0 |
| Conrad Robert Lacle (left at 3:10 pm) Vacant, Alternate | P | 5 | 1 | 0 | 0 |
| Maren Hotel Stuart Levy (left at 2:50 pm) Nesli Loren, Alternate (left at 2:50 pm) | P | 6 | 0 | 0 | 0 |
| Four Seasons Mali Carow | A | 2 | 2 | 0 | 0 |

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|-----------------------------|--|--|--|--|--|
| Jenna Borreggine, Alternate | | | | | |
|-----------------------------|--|--|--|--|--|

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|---|
| COMMUNICATION TO THE CITY COMMISSION none |
|---|

City of Fort Lauderdale

Judy Erickson, Program Manager Beach Experience

Todd Stilphen, Community Program Manager, Parks and Recreation

Guests/Visitors/Vendors

Brittney Lumb, Partner Engagement Specialist, Visit Lauderdale

Tasha Cunningham, The Brand Advocates

Devin Ginas, Swimming Hall of Fame

Emily Neill, Capital Group

Mario Caprinit, Capital Group

Monika Levin, Capital Group

Eddy Sua, Capital Group

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 Agenda and Minutes

- Approval of February 9, 2026, Meeting Minutes

Motion by Jeffrey Peterson, seconded by Laurie Johnson to approve February 9, 2026, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

III. Presentation: 4th of July – Drone Show Sponsorship America 250

- Todd Stilphen, Community Program Manager, Parks and Recreation

Todd Stilphen, Community Program Manager for Parks and Recreation, presented plans to add a drone show to the City’s 4th of July event and requested sponsorship support. The drone show would take place before the fireworks and is expected to enhance the event’s visibility, which already includes media coverage, a fireworks display, and a kid zone. A performing artist has not yet been selected.

Sponsorship opportunities include:

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- \$40,000 for the drone show, which includes a logo displayed in the sky
- \$125,000 for title sponsorship of the entire event, including expanded media exposure and logo placement
- Smaller sponsorship contributions are also accepted

Ms. Lee noted potential traffic impacts due to lane closures on the Las Olas Bridge for both the 4th of July event and the IPW event.

Following discussion, the BBID committee indicated they would consider the request and respond at a later time.

IV. Presentation: International Swimming Hall of Fame Project Update

- Devin Ginas, Swimming Hall of Fame

Devin Ginas of the International Swimming Hall of Fame (ISHOF) announced the upcoming 61st Annual Honoree Ceremony and Masters Introduction, scheduled for May 15–16. The event will feature 13 honorees from seven countries, with efforts underway to secure local sponsors and auction items.

Emily Neill of Capital Group outlined the project's four construction phases, with full completion anticipated by December 2028. Developer Mario Caprini provided additional details on planned amenities, including a restaurant (to be operated by a third party), a rooftop area, and a smaller event center. He also addressed questions related to parking availability, valet services, and potential offsite experiences such as branded boats (e.g., a water taxi).

V. Discussion: IPW BBID Participation Update

- Brittney Lumb, Partner Engagement Specialist, Visit Lauderdale

Brittney Lumb of Visit Lauderdale provided an overview of the upcoming IPW event (May 17–21), highlighting extensive promotional efforts, including advertising at Fort Lauderdale and Miami airports, as well as on Brightline, Lyft, Uber, and Circuit. Hotels will feature informational kiosks, guided tours will be offered to buyers and media, and a press brunch is scheduled for May 18 at The Fort. The opening night beach event will also take place May 18 at Fort Lauderdale Beach Park.

Jim Reid (Live Nation) presented the layout for the opening beach event, including entrance points and a potential location for the BBID activation area. He requested clarification on BBID's messaging goals to assist with signage and support.

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The BBID discussed strategies to encourage visitors to stay on Fort Lauderdale Beach, including pop-up performances, targeted promotions and events, transportation options, and use of QR codes linking to nearby attractions and curated events. The group reconsidered plans to distribute branded flip flops, determining funds may be better allocated toward the opening night activation and engaging a Destination Management Company. Judy Erickson was authorized by the committee to solicit qualified firms and proceed with the selection of hiring a DMC.

Ms. Erickson noted that approximately \$67,000 remains in the current fiscal year budget.

VI. Presentation: Marketing Update - Summer Campaign & Video

- Tasha Cunningham, The Brand Advocates

Tasha Cunningham of The Brand Advocates presented the 2026 Summer Campaign timeline and key deliverables. The campaign includes partner outreach, coordination with hotels, and digital advertising scheduled from March 15 through May 15, with the option to extend beyond that date. Target markets were selected based on Visit Lauderdale's latest research. An example of a "Pocket Saver" ad was also shared.

Ms. Cunningham reviewed performance statistics from the 2025 Brightline Holiday Activation and discussed potential future advertising opportunities. She noted that a decision is needed by the first week of April to move forward, with cost details to be provided at the April meeting if approved.

Advertising materials for IPW are being finalized and will be shared with Ms. Erickson and Chair Namour for feedback.

VII. Update: BBID Marketing RFP Status

- Procurement Division

Ms. Erickson reported that the Marketing RFP has closed, with five proposals received and currently under evaluation. A review meeting is being scheduled, and a final recommendation will be presented to the BBID Advisory Committee and City Commission for approval. It was also noted that, due to procurement rules, BBID Committee members are not permitted to serve on the evaluation committee.

VIII. Program Manager Update

- Judy Erickson, Program Manager

IX. Other Business

- Additional items from Board Members

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None.

X. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 3:24 p.m.

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