

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

April 13, 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	P	4	4	0	0
The "W" Hotel, Capri Hotel, LLC Cody Bertone Alex Caceres, Alternate	P	6	1	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	P	3	3	0	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	P	6	1	0	0
Greater FTL Lauderdale Chamber Ina Lee	P	7	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	7	0	0	0
B Ocean Fort Lauderdale Michael Berry Alvaro Hernandez	P	6	1	0	0
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate	P	7	0	0	0
Conrad Robert Lacle Vacant, Alternate	P	6	1	0	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	A	6	1	0	0
Four Seasons Mali Carow Jenna Borreggine, Alternate	P	3	2	0	0

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COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Beach Experience

Guests/Visitors/Vendors

Victoria Friel, Kirkland Event & Destination Services

Paget Kirkland, Kirkland Event & Destination Services

Marissa Stancin, Kirkland Event & Destination Services

Chris Stacey, Tortuga Music Festival

Jim Reid, Live Nation

I. Call to Order/ Roll Call/ Quorum- Chair Lisa Namour

The meeting was called to order at 1:32 p.m. by Chair Namour. It was noted a quorum was present.

Ms. Lee invited Jim Reid of Live Nation and Chris Stacey of the Tortuga Music Festival to provide an overview of the festival. She expressed that she was very pleased with how the event turned out.

Mr. Stacey reported that high winds on Wednesday night caused some damage to festival infrastructure, but crews responded quickly to make repairs. He noted that attendance was higher than last year and that feedback from attendees was very positive. He also highlighted that Sirius XM conducted a live broadcast for four hours for the first time.

Mr. Reid added that he also received many compliments about the event, acknowledged the wind-related challenges, and praised the quick response to repair tents, signage, and other elements, thanking everyone involved for their support.

Ms. Lee further noted that, after speaking with the Fire Chief and Chief of Police, there were no significant issues during the festival, and traffic moved smoothly throughout the weekend.

II. Approval of Agenda and Minutes

- Approval of March 9, 2026, Meeting Minutes

Motion by Ina Lee, seconded by Laurie Johnson to approve March 9, 2026, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

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III. Presentation: IPW Opening Night BBID Participation

- Victoria Friel, Paget Kirkland, and Marissa Stancin, Kirkland Event & Destination Services

Paget Kirkland, along with Victoria Friel and Marissa Stancin, presented concepts for the IPW Opening Night event. The proposal focused on creating excitement and visual engagement, including a Welcome Wall with branding, a vintage-style changing booth, a postcard-themed entrance with surfboards and a lifeguard stand, and an information booth, all designed to encourage photo opportunities and include performers.

Ms. Lee expressed concerns with the vintage theme, preferring a more modern image that reflects a “new” beach identity rather than past Spring Break associations. Discussion followed on how to elevate and refine the concept. Mr. Reid contributed ideas based on his experience with Convention Center events, and there was a strong emphasis on encouraging attendees to move north along the beach to showcase more of the district and its hotels. Suggestions included incorporating mermaids, high divers, hotel beach setups, and curated DJ music. Mr. Reid and Ms. Kirkland agreed to collaborate further and return with revised concepts.

Mr. Torres noted a recurring challenge in defining the beach’s identity and suggested developing a clear Mission Statement and Vision, which the Board supported. Committee members noted the BBID’s purpose and vision are stated on the meeting agenda.

Motion by Laurie Johnson, seconded by Ina Lee to keep DMC involved in the IPW Opening Event. The motion was put to a voice vote and passed unanimously.

IV. Discussion: IPW Opening Night LOOP Programming

- Ari Glassman, LOOP BBID Grant Recipient

Ari Glassman was unable to attend the meeting. Ms. Erickson reported that there are remaining funds in the budget for LOOP programming, the BBID booth, and related activities. She will relay the Board’s discussion and feedback from the meeting to Ms. Glassman.

V. Discussion FY 2027 BBID Grant Applications Overview

- Chair Namour

Chair Namour led the discussion, during which Ms. Erickson reported that scoring of grant applications will be postponed until May pending guidance from the City Attorney Office.

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Ms. Lee added HB 1001 could affect the Board's ability to fund some events and noted that the Tortuga Music Festival has requested increased funding due to a 30% rise in city service costs.

Board members discussed improving how budget funds are allocated for future events. Chair Namour encouraged members to review grant applications ahead of the May meeting to evaluate past funding decisions and consider adjustments.

Ms. Erickson mentioned that the BBID has funded enhanced services such as the Fort Lauderdale Beach Parking lot project improvements and park ranger coverage.

VI. Program Manager Update

- Judy Erickson, City of Fort Lauderdale

Ms. Erickson provided an update on upcoming city events and key initiatives as reported below.

Upcoming Events

- USA Diving American Cup at the Aquatic Center (April 16–19) as well as for the 2026 Speedo Fort Lauderdale Open taking place April 29–May 2 – which is funded by the BBID. Laura Voet has promotional items available for the and can put together a promotional kit for you to share with your guests—great as a “things to do” option while they're in town.
- Air Show May 9-10
- IPW May 17-21
- Great American Beach Party – May 23, noon to 6 PM at LOOP
- Speedo Summer Classic June 18-21 (BBID funded)
- FlockFest July 11

Barrier Island Maintenance

In advance of IPW, we conducted a joint site visit about a week ago with Public Works and identified several priority improvements across the Barrier Island. At a high level, this includes signage, lighting, sidewalks, landscaping, and overall maintenance to enhance appearance and safety.

- We're addressing damaged signage, and Public Works will complete a graffiti and sticker sweep two weeks before and leading up to IPW.
- Landscaping improvements are underway, including updates at the LOOP, DC Alexander Park, Beach Park entrance, and median touch-ups between Beach Park and Bahia Mar.
- We also completed an ADA inventory of missing/damaged detectable warnings at crosswalks and shared it with FDOT, including GPS locations, photos, and condition reports for coordination.

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Lifeguard Towers Mural Update: the City has officially put out the Call to Artists for the lifeguard tower project. This is for Towers 9 and 19 along the beach. Idea is to have artists either paint or wrap the towers, so they become more visually interesting, but also help Ocean Rescue by making the towers easier to identify as landmarks on a really busy beach. The call is open now and runs through early May. We're hoping to get a good mix of local and national artists applying.

Additional updates included repairs to the Las Olas Bridge and confirmation that the Breakers Avenue streetscape project is fully funded, with construction expected to begin in early 2027 and be completed by Spring 2028.

VII. Other Business

- Additional items from Board Members

Ms. Lee emphasized the importance of keeping the Las Olas Bridge open during the Great American Beach Party.

Ms. Erickson responded that while there will be overnight full closures for construction, at least one lane in each direction will remain open to maintain traffic flow during the event.

VIII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 2:52 p.m.

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