

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

November 10, 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	P	1	1	0	0
The “W” Hotel, Capri Hotel, LLC Cody Bertone Alex Caceres, Alternate	A	1	1	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	A	0	2	0	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	P	2	0	0	0
Greater FTL Lauderdale Chamber Ina Lee	P	2	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale Sabrina Graves Vacant, Alternate	P	1	1	0	0
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate	P	2	0	0	0
Conrad Robert Lacle Veronica Milanona, Alternate	P	2	0	0	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	P	2	0	0	0
Four Seasons Mali Carow Jenna Borreggine, Alternate	A	1	1	0	0

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COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID

Talula Thibault, Coordinator, Sustainability, Parks and Recreation

Carl Williams, Director, Parks and Recreation

Guests/Visitors

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 October 13, 2025, Meeting Minutes

Motion by Ina Lee, seconded by Robert Lacle to approve the October 13, 2025, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

III. Presentation: Proposed Amendments to Section 8.55.4 – Sale, Service, and Consumption of Food and Alcoholic Beverages on the Beachfront

- City of Fort Lauderdale Parks and Recreation
- 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

City of Fort Lauderdale Parks and Recreation staff presented proposed amendments to Chapter 8, Section 8.55.4 of the City Code, which governs the beachfront food and beverage program for Upland Hotels. The purpose of the presentation was to share the proposed changes and obtain feedback from the Beach Business Improvement District (BBID).

Staff explained that the amendments focus on updating the fee structure and modifying the renewal process for participating hotels. The initiative stems from the Budget Advisory Board's directive for departments to identify opportunities to increase revenue. As part of a broader, citywide effort to enhance funding, the proposed ordinance revisions aim to modernize program fees and ensure a more consistent and transparent renewal process. The BBID generally expressed support for the proposed amendments, noting the ongoing success of the program and indicating that the revisions appeared reasonable.

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IV. Discussion: BBID Participation and Budget Allocation for IPW 2026

- Chair Namour (Introduction)

The Board held a discussion regarding BBID involvement in IPW 2026 and potential budget allocations to support visibility efforts during the event. Most hotels reported that they intend to participate independently under their own brands rather than through a unified BBID sponsorship.

The BBID Committee directed Ms. Erickson to contact Visit Lauderdale to obtain the cost of sponsoring the official IPW lanyard, which could provide consistent visibility for the beachfront district throughout the conference. Ms. Erickson will also coordinate a call with the BBID Chair Namour and Visit Lauderdale to further explore broader sponsorship or partnership opportunities that may align with the BBID's marketing goals.

Board members briefly discussed additional options to enhance BBID presence during IPW, including wrapping circuit cars, placing branded banners, and using pop-up signage along the beachfront hotels. These ideas will be revisited once cost information is received and potential budget impacts are evaluated.

V. Marketing Items (Tasha Cunningham, Brand Advocates – Not Present)

- Chair Namour (Introduction)

A. FY25 Q4 Quarterly Performance Update (Informational Item)

- Full walk-through will occur at a future meeting when the agency is present

B. FY26 Media Plan (Action Item)

- Committee discussion and vote on approval

Chair Namour introduced the marketing agenda items. Ms. Cunningham was not in attendance but had emailed the FY 2025 Q4 Quarterly Performance Update (July–September) to BBID members earlier in the day. She noted that the proposed FY26 Media Plan would not be included in the email and would instead be presented at the December 8 BBID meeting.

Because members had limited time to review the quarterly update and no media plan was provided, Ms. Erickson stated that she could not request Committee approval of the FY26 media budget or any continuation of existing campaigns. A full walk-through of the quarterly update will be conducted at a future meeting when the agency is present.

VI. Informational Presentation: Hotel Sales and Marketing Services

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- Chair Namour (Introduction)
- Presenters: SavvyTrvl.com and Evoques.com
- Overview of marketing services and capabilities to help drive domestic and international sales for BBID hotels

Chair Namour introduced the presentation on potential sales and marketing initiatives for BBID hotels. Representatives from Evoques and its partner agency SavvyTrvl outlined a proposed program to drive domestic and international group bookings. Key strategies included co-branded digital campaigns, curated group packages, influencer collaborations, SEO optimization, AI-driven analytics, and a real-time performance dashboard. SavvyTrvl would manage global distribution and event planning, while Evoques would focus on lead generation and digital marketing. The program also proposed reinvesting 3% of booking proceeds back into the BBID or a designated charity.

Market data, projected occupancy growth, and a tiered budget structure were reviewed, with expected outcomes including a 15–25% revenue increase for participating hotels in the first year. Board members discussed participation options, tracking and attribution concerns, and the summer low season as a target for the program.

The discussion also addressed potential impacts from FIFA 2026, with the Board agreeing to revisit the topic after the December 5th team draw. Ms. Erickson will share the presentation with members for further review, and the proposal may be reconsidered at a future meeting.

VII. Action: BBID Event Grant Requests

- Chair Namour (Introduction)
- NYE Fireworks – December 31, 2025
- Fort Lauderdale Open – April 29 – May 2, 2026

Chair Namour started the discussion on the grant requests for two major events. The first, the New Year's Eve Fireworks on December 31, 2025, has an estimated cost of approximately \$134,000, covering production, barge, permits, fire watch, insurance, and staffing. Board members discussed budget contingencies, the possibility of incorporating drones, and noted the event's success in attracting visitors and boosting local economic activity.

The second event, the Fort Lauderdale Open from April 29 to May 2, 2026, is a competitive swim meet drawing national and international athletes, coaches, and spectators. Expenses include hospitality, hotel accommodations, officials, security, and shade tents. The event is viewed as a major draw for the city and local hotels, with potential to become an annual highlight. The Board recommended a \$10,000 grant for the swim meet, emphasizing that both events provide significant economic and promotional benefits for Fort Lauderdale.

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Motion made by Ms. Lee, seconded by Ms. Johnson to approve \$75,000 FY 2026 BBID funding for the New Years Eve Fireworks grant request. Unanimous approval.

Motion made by Ms. Lee, seconded by Ms. Loren to approve \$10,000 FY 2026 BBID funding for the Fort Lauderdale Open grant request. Unanimous approval.

VIII. Program Manager Updates

- Judy Erickson, Program Manager

Ms. Erickson provided updates on BBID activities, beginning with a request for approval of the draft Marketing RFP, which the Committee supported and advised her to finalize. She then highlighted October program activities, including email campaigns that drive traffic to the website and strong collaborations with event partners such as Winterfest, Marina Village, and Visit Lauderdale Food and Wine, which have helped extend BBID's brand presence across multiple channels. Upcoming initiatives include the "Ready, Set, Splash" campaign launching November 13, with multi-channel promotion across partner platforms, paid, earned, and owned media, as well as retargeting through Visit Florida and TripAdvisor.

Ms. Erickson also reviewed proposed 2026 meeting dates, confirming the Committee's preference to maintain the September break. Lastly, she mentioned reviewing and updating the BBID reimbursable event grant application for FY26 and inquired whether to keep the FY 2026 application window open, with the Committee indicating it should be closed for the fiscal year.

IX. Other Business

- Chair Namour

None.

X. Adjournment of Meeting

- Chair Namour

Upon motion duly made and seconded, the meeting adjourned at 3:07 p.m.

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