

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
Monday, December 9, 2024, 1:30 P.M.
Fort Lauderdale Aquatic Center
501 Seabreeze Blvd, Fort Lauderdale, FL 33316
South Building – 2nd Floor East Conference Room

	P/A	Cumulative Attendance September 2024 – August 2025			
		Regular Meetings	Special Meetings		
Bahia Mar Doubletree Lisa Namour, Chair Alternate-Vacant	P	2	0	0	0
Marriott Courtyard, PHF Oceanfront Michael Fleming, Vice Chair Steve Zunt, Alternate	P	2	0	0	0
The “W” Hotel, Capri Hotel, LLC Vacant Alex Caceres, Alternate	A	0	2	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	P	2	0	0	0
Greater FTL Chamber of Commerce Ina Lee	P	2	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Michael Berry, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale Sabrina Graves German Villa, Alternate	P	2	0	0	0
Sonesta Hotel Ryan Frederick Jeff Peterson, Alternate	A	2	0	0	0

Staff

Judy Erickson, BBID Program Manager

David Rubin, Geographic Information Systems Analysis, Parks and Recreation

Guests

Vicki Grodner, Vast CRE

Ted Botimer, Visit Lauderdale

Anthony Cordo, Executive Vice President, Visit Lauderdale

COMMUNICATION TO THE CITY COMMISSION

Motion made by Mr. Fleming and seconded by Ms. Lee to expand the BBID Advisory Committee to include all top ten highest contributing properties as members. This expansion ensures full representation of key contributors, bringing fresh ideas and perspectives to enhance collaboration between the BID, its stakeholders, and the City to drive growth, improve services, and address the community’s evolving needs. In a voice vote, the motion passed unanimously.

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

APPROVED

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I. Call to Order / Roll Call / Quorum

The meeting was called to order at 1:30 p.m. by Chair Namour. It was noted a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – November 18, 2024**

Motion made by Ms. Lee, seconded by Ms. Graves, to approve the minutes of the November 18, 2024, Regular Meeting as presented. In a voice vote, the motion passed unanimously.

III. Visit Lauderdale Planning & Market Performance Update

Anthony Cordo: Update on Visit Lauderdale's marketing initiatives.

Ted Botimer: Market overview for Greater Fort Lauderdale, with a focus on Downtown and Beach areas, including foot traffic trends in Central Beach and characteristics of beachgoers.

Mr. Cordo presented the Lauderdale Planning and Market Performance update. He noted that the annual marketing meeting would be held on January 8, 2025. He said that Visit Lauderdale was improving its engagement and responsiveness with partners in hospitality across the county. Mr. Cordo discussed the timeline for the convention center improvement project. He noted that parking improvements would also be done and would include a parking garage.

Mr. Botimer spoke about the hotel's performance, including data up to November 30, 2024. He noted that occupancy had largely been flat, with an average daily rate down by two percent. He discussed revenue per available room at approximately two percent down over the previous year. In terms of growth, five new hotels consisting of approximately 1500 rooms are being constructed; more than half of that will be the Omni hotel. Mr. Botimer discussed the downtown beach submarket, stating the performance has largely been the same.

Mr. Botimer discussed the data collection methods that Visit Lauderdale is using.

Ms. Lee stated that the BBID funds some events, including the Air Show and Tortuga, and it would be important for the BBID Committee to know the impact of those events.

Mr. Botimer indicated that he could provide information on key events and their impact within the BBID area. He also noted that information and data is available on Visit Lauderdale's website. www.VisitLauderdale.com, go to the partner page, and go to market research. Mr. Botimer said he would bring additional data and insights to the next BBID meeting, January 13, 2025.

IV. Habitat Conservation Plan (HCP) for Events Status Update

David Rubin, Geographical Information Systems Analysis, Parks and Recreation Department

Chair Namour provided an introduction highlighting how the BBID supports the Habitat Conservation Plan (HCP) initiative to enable beach events like Tortuga, while addressing environmental considerations. The HCP supports event planning, ensures compliance with environmental regulations, particularly during turtle season, provides a framework for managing activities responsibly and streamlining permitting processes for the city to host events while maintaining ecological stewardship.

Mr. Rubin provided an updated status, including Tortuga and the related correspondence with Florida Fish and Wildlife. He discussed the turtle nesting season and the Habitat Conservation Plan. He mentioned that the City of Fort Lauderdale is one of the leaders in this initiative.

V. BBID Strategic Planning Workshop

Chair Lisa Namour led a follow-up discussion regarding planning a strategic workshop for early 2025. The board will discuss objectives, priorities, and potential dates for the workshop.

Chair Namour suggested engaging an outside consultant to assist with a strategic planning workshop. The committee members agreed to aim for Monday or Tuesday during the first week of January. Chair Namour said there were some options regarding a facilitator.

Tasha Cunningham of Brand Advocates will attend the January Strategic Planning Workshop to gather insights from the board and present her Marketing Plan in February. It was also suggested to invite Mr. Botimer Cordo to the workshop. He agreed and will provide data and insights to support a more strategic approach to audience targeting and booking windows.

The BBID Strategic Planning Workshop is set for January 13, 2025, from 12:00 p.m. to 5:00 p.m. at the Aquatic Center. Ms. Erickson will contact Dan Linblade to confirm his availability to facilitate. The meeting's goal is to develop a strategic approach for the year and identify business needs and strategies. It was also suggested to invite Vice Mayor Glassman, as he represents the BBID district.

VII. BBID Program Manager Update

Judy Erickson, BBID Program Manager, Parks and Recreation Department

Mr. Erickson provided an update on the BBID creating a policy to provide flexibility in the reimbursable grant program and for grant funding. She noted that applicants have already contacted her about funding. The new grant policy allows for flexibility with in-year funding and the potential to reopen the application cycle is in the agenda packet. She noted two event-related items for FY25 in-year funding:

1. **FeMale Brew Fest**, which was previously approved for FY25 funding, is planning to move its date from September 2025 to a yet-to-be-finalized date. The applicant will need to submit a new application, and if the event remains in 2025, the BBID would need to instruct her to officially reopen the application cycle.

2. The Aquatic Center has inquired about grant support for the **TYR Pro Swim Series**, scheduled for April/May of this year. Supporting this event would also require reopening the FY25 application cycle.

VIII. Board Member Comments and Updates

Chair Lisa Namour invited advisory committee members to share updates, news, or remarks for the good of the BBID.

XII. Adjourn

Upon motion duly made and seconded, the meeting adjourned at 3:00 p.m.

[Minutes prepared by G. Johns, Prototype, Inc.]