



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

June 9, 2025, 1:30 PM

**Fort Lauderdale Aquatic Center**  
501 Seabreeze Blvd, Fort Lauderdale, FL  
South Building – 2<sup>nd</sup> Floor East Conference  
Room

		<b>Cumulative Attendance September 2024 – August 2025</b>		
	<b>P/A</b>	<b>Regular Meetings</b>	<b>Special Meetings</b>	
<b>Bahia Mar Doubletree</b>	P	8	0	0
Lisa Namour, Chair				
Alternate-Vacant				
<b>Marriott Courtyard, PHF Oceanfront</b>	P	7	1	0
Steve Zunt, Alternate				
<b>The “W” Hotel, Capri Hotel, LLC</b>	P	4	4	0
Cody Bertone				
Alex Caceres, Alternate				
<b>Ritz Carlton Hotel</b>	P	6	2	0
Jose Torres				
Samuel Fuerstman, Alternate				
<b>Greater FTL Chamber of Commerce</b>	P	8	0	0
Ina Lee				
<b>The Westin Ft Lauderdale Beach</b>	P	7	1	0
Laurie Johnson				
Michael Berry, Alternate				
<b>B Ocean Fort Lauderdale</b>	P	8	0	0
Sabrina Graves				
Kimberly Cover, Alternate				
<b>Sonesta Hotel</b>	P	8	0	0
Ryan Frederick				
Jeff Peterson, Alternate				

<b>COMMUNICATION TO THE CITY COMMISSION</b>
none

**Staff**

Judy Erickson, BBID Program Manager

**Guests**

Courtyard by Marriott Jackie Matteson, Elevate  
Maren Hotel Stuart Levy  
Carl Williams, Director Parks and Recreation  
Sergeant Monica Ferrer, Park Ranger  
K. Cruitt, Recording Secretary, Prototype Inc.

**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 – Chair Lisa Namour**

**Motion** made by Ms. Lee, seconded by Mr. Peterson, to approve the minutes of the May 12, 2025, meeting. In a voice vote, the motion passed unanimously.

**III. Special Event Ordinance – Status Update – Carl Williams, Director Parks and Recreation**

Carl Williams, Director of Parks and Recreation, explained that the discussion of event fee adjustments stems from the Budget Advisory Board's initiative to revise the outdoor event ordinance to improve cost recovery for events in the City while balancing the needs of residents and businesses. Outreach included the Parks, Recreation and Beaches Advisory Board, which did not share the same view as the BBID on adjusting fees specifically for high-impact events with significant economic benefit.

Mr. Williams noted he will need a clear, fair, and transparent recommendation from the BID by their July meeting so he can incorporate it into his presentation to the City Commission in August. He asked whether they envision a percentage discount or another defined approach.

Committee members raised concerns about higher fees affecting major events like the Tortuga Music Festival and the Boat Show. Miss Graves said she would follow up with Visit Lauderdale on a potential method and approach for assessing economic impact. After discussion, the BID agreed to work on preparing a recommendation for how such adjustments should be structured.

The discussion concluded with agreement on the importance of protecting tourism-driving events that deliver economic benefits to the beach district and ensuring clear communication, so fee structures do not discourage these events from choosing Fort Lauderdale.

**IV. Park Ranger Coverage - Discussion – Sgt. Monica Ferrer**  
Discussion of potential expanded park ranger coverage needs

BID members at the May meeting had asked about enhanced park ranger coverage options for the LOOP, which is why Sergeant Ferrer attended. She reviewed the 2024 pilot project and the 2025 BID-funded coverage in January and February. She noted that the City—not the BID—covered March and April due to spring break coverage. She reported that the program effectively reduces complaints and service calls, especially on weekends.

When asked about future coverage needs, Sergeant Ferrer suggested focusing on Fridays and Saturdays over the summer when the park is busiest. She agreed to provide estimated costs and proposed coverage days and times for their July meeting.

Committee members raised questions about funding responsibilities, given that the Loop is a City park, and stressed the need for recognition and support for BID-funded services. The Committee agreed coverage is needed and emphasized coordinating with City leadership to ensure awareness of these services and their community impact.

**V. BBID Maintenance Funding - Discussion - Chair Lisa Namour  
(Infrastructure Improvement Work Group)**

Chair Namour opened the discussion on the Infrastructure Improvement Work Group by referencing a recent walk audit that identified sidewalk deficiencies in key areas such as the west side of A1A, Las Olas, Seabreeze, and Almond Avenue. Code enforcement responded, and several businesses have since cleaned and improved their properties, especially in high-traffic zones like Almond Avenue.

Judy Erickson, BID Program Manager, clarified that while the City maintains sidewalks on the east side of A1A, property and business owners are responsible for the west side. She noted improved compliance following code enforcement outreach. The Committee discussed whether the BID should help sustain these improvements by funding supplemental power washing in priority areas.

Ms. Lee provided historical context, explaining that the BID was initially created to fill maintenance gaps the CRA couldn't cover. In its early years, BID funds supported pressure washing and general beach cleanup, though over time the focus shifted to marketing.

Mr. Torres raised concerns about sidewalk damage from utility work and FDOT projects, suggesting escrow funds be used to ensure proper restoration.

Ms. Erickson confirmed that an FDOT project is contributing to some of the current issues and provided contact information for affected property owners.

The Committee also noted problems with utility locate spray paint and asked for possible solutions. Members agreed more information is needed about City resources and enforcement before deciding on BID-funded maintenance. Ms. Erickson will follow up, and the Committee will revisit the topic once additional details are available.

**VI. Action Item – Approval of Updated Summer Media Plan – Chair Lisa  
Namour**

Chair Namour announced that Committee members should have received the voting link and a majority participated, resulting in approval to move forward with the updated summer media plan, which now includes Brightline advertising in the Orlando market. The new total budget is \$39,500.

**Motion** by Ms. Lee, seconded by Ms. Graves, to approve the updated Summer Media Plan to include Orlando for a total budget of \$39,500. The motion passed unanimously by voice vote.

**VII. Action Item – Extension of BBID Reimbursable Event Grant Application Window – Chair Lisa Namour**

Chair Namour introduced a discussion regarding two late funding applications received after the official application window closed at the end of February. The applications were included in the committee packet for review. The Committee was asked to consider whether to reopen the application window for fiscal year 2025 to accommodate these late submissions, particularly in light of potential parade planning.

Ms. Erickson noted that doing so would require updating the website and notifying the public. The Committee was also asked to consider whether to open the application process for fiscal year 2026.

Ms. Lee inquired whether the City had already allocated funds for a potential parade in its current budget. Ms. Erickson confirmed that the City Commission had approved up to \$200,000 in in-kind services this year. She added that last year, the City had provided approximately \$100,000 in in-kind support and Visit Lauderdale also contributed \$100,000.

**Motion** by Ms. Graves, seconded by Mr. Torres, to reopen the BID event grant application window for fiscal year 2026. The motion passed unanimously by voice vote.

**Motion** by Ms. Johnson, seconded by Ms. Graves, to reopen the BID event grant application window for 2025 as well. The motion passed unanimously by voice vote.

The Committee discussed the timing of reopening the application window for parade funding, noting that it might be premature to publicize anything until it's confirmed whether the team wins. They acknowledged the need to act quickly, as the decision will be known before the next meeting in July. Members recalled last year's parade, which was held before any funding request was submitted, and noted its positive impact, including hotel bookings and national TV coverage. Despite some weather issues and staging concerns, the event was seen as successful.

**VIII. Program Manager Updates – Judy Erickson**

Ms. Erickson provided an overview of the annual Business Improvement District (BID) assessment and tax roll process. She explained that the preliminary rate is based on the June tax roll, with an independent consultant estimating this year's assessment at approximately \$1.2 million—similar to the previous year. The preliminary rate remains \$0.85 per \$1,000 of assessed property value. This item will appear on the June 30th City Commission agenda, with a public

hearing to follow, as required by state law. The final assessment will be based on the July tax roll, subject to any appeals or adjustments by property owners.

Ms. Lee noted the strategic value of BID-sponsored events, particularly on high-traffic weekends like Memorial Day. Originally initiated by former Mayor Jack Seiler, the Memorial Day event was praised for deterring gang-related activity and contributing to public safety. Members agreed on the importance of continuing to program events during weekends that could pose public safety concerns.

To increase brand visibility, Ms. Graves shared a suggestion from to include the BID logo in Committee member email signatures. While brand restrictions (such as Marriott or City templates) may prevent universal use, members who can were encouraged to adopt the logo.

Marketing improvements were discussed, including reintroducing a monthly BID newsletter focused on business and industry. Members emphasized clearer communication of social media strategies, updated creative assets with refreshed visuals and video, and agency attendance at BID-sponsored events with photography, activations, and post-event tracking. They also recommended clear performance reporting standards for marketing, website, and social media, with monthly reporting as a minimum. Ms. Erickson noted that she will incorporate this into the new solicitation.

Finally, Ms. Erickson reminded the group about Flockfest, the next major BID-funded event scheduled for July 12 at Lauderdale Beach Park, describing it as vibrant, tourism-driving event that is charity-focused, drawing audiences from out to the area, helping to generate economic activity during the typically hot summer weather.

It was also noted that, consistent with past years, the board will not meet in September.

## **IX. Adjournment – Chair Lisa Namour**

Upon motion duly made and seconded, the meeting adjourned at 2:46 p.m.

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