



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

September 9, 2024  
 3:30 PM

**NOTE THE LOCATION**

Fort Lauderdale Aquatic Center  
 501 Seabreeze Blvd, Fort Lauderdale, FL 33316  
 South Building – 2<sup>nd</sup> Floor East Conference Room

I.	Call to Order/Roll Call Quorum	Michael Fleming, BBID Vice Chair
II.	Approval of Meeting Minutes <ul style="list-style-type: none"> <li>• Regular Meeting July 8, 2024</li> </ul>	Michael Fleming, BBID Vice Chair
III.	Nomination and Selection Chair and Vice Chair	Michael Fleming, BBID Vice Chair
IV.	LOOP Park Ranger Pilot Project Outcomes	Luisa Agathon, Neighbor Support Manager
V.	Success Recap, Future Planning, Grant Reallocation Proposal LOOP Grant Activation grant recipient	Arianne Glassman, rAv Communications
VI.	Progress Report Marketing and Website Administrator <ul style="list-style-type: none"> <li>• Quarterly Marketing &amp; Web Performance</li> <li>• Action Items from May/June Meetings:           <ul style="list-style-type: none"> <li>○ Tabling</li> <li>○ Ecommerce</li> </ul> </li> <li>• Fall/Winter Campaign Planning Updates</li> </ul>	Tasha Cunningham, The Brand Advocates
VII.	Discussion on November Meeting Date and Annual Summer Break	Michael Fleming, BBID Vice Chair
VIII.	BBID Program Manager Updates	Judy Erickson, BBID Manager
IX.	Board Members Input	Open for Board Members
X.	Adjournment	Michael Fleming, BBID Vice Chair

THE NEXT REGULAR BBID MEETING WILL BE HELD, **3:30 PM MONDAY – October 14, 2024**

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**Purpose:**

Monitor the progress of the Beach Business Improvement District; make recommendations on services, enhancements and special programs and events.

**Goals and Objectives:**

Fort Lauderdale Beach is in the on-going process of transforming itself into a world-class beach resort area. The establishment of a Beach Improvement District along the beach would assist in:

- Establishing Fort Lauderdale Beach as a premiere resort destination
- Significantly increase tourism in the area.
- Expanding business revenue and increasing economic growth.
- Enhancing the physical appearance and increasing the attractiveness of the district.
- Developing pedestrian friendly sidewalks.

- Creating a unique sense of place for visitors to enjoy.
- Improving the overall image of the beach.

**Note:**

Two or more Fort Lauderdale City Commissioners or members of a City of Fort Lauderdale Advisory Board may attend this meeting.

If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you.