



AGENDA
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)
 November 18, 2024
 1:30 PM

NEW MEETING LOCATION
Fort Lauderdale Aquatic Center
 501 Seabreeze Blvd, Fort Lauderdale, FL 33316
 South Building – 2nd Floor East Conference Room

I.	Call to Order/Roll Call Quorum -- Chair Namour
II.	Approval of Meeting Minutes Regular Meeting October 21, 2024 -- Chair Namour
III.	LOOP Park Ranger Proposal Review -- Chair Namour
IV	Special Event Ordinance: Status Update – Caroline Bean, Assistant to the Director Parks and Recreation Department
V.	South Beach Parking Lot: Project Update - Caroline Yeakel, Project Manager II Transportation & Mobility Department
VI.	Discussion on Expanding BBID Board Membership -- Chair Namour
VII	BBID Grant Policy Discussion – Chair Namour
VIII	Conrad Fireworks Proposal Discussion -- Chair Namour
IX.	Progress Report Marketing and Website Administrator -- Tasha Cunningham, The Brand Advocates <ul style="list-style-type: none"> • Quarterly Marketing & Web Performance • Action Items from May/June Meetings: <ul style="list-style-type: none"> ○ Visit Lauderdale Campaign Performance ○ Tabling ○ Ecommerce • Q4/Q1 Campaign Planning Updates
X.	BBID Program Manager Updates -- Judy Erickson, BBID Program Manager
XI.	Board Member Updates -- Chair Namour
XII.	Adjournment -- Chair Namour

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.