



**AGENDA**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)**  
December 9, 2024  
1:30 PM

**NEW MEETING 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 – Chair Lisa Namour
II.	Approval of Meeting Minutes – Regular Meeting November 18, 2024 – Chair Lisa Namour
III.	Communication to the City Commission – Request to Expand BBID Advisory Committee Membership – Chair Lisa Namour
IV.	Visit Lauderdale Planning & Market Performance Update • Anthony Cordo, Executive Vice President, Visit Lauderdale • Ted Botimer, Vice President of Research Strategy & Revenue Management, Visit Lauderdale
V.	Habitat Conservation Plan (HCP) for Events Status Update – David Rubin, Geographic Information Systems Analyst, Parks and Recreation Department
VI.	BBID Strategic Planning Workshop – Chair Lisa Namour • Follow-up discussion on planning a strategic workshop for early 2025. The board will discuss objectives, priorities, and potential dates for the workshop.
VII.	BBID Program Manager Update – Judy Erickson, BBID Program Manager, Parks and Recreation Department
VIII.	Board Member Comments and Updates – Chair Lisa Namour • Chair Namour will lead a discussion, sharing her comments and inviting board members to share updates, news, or remarks for the good of the BBID.
IX.	Adjournment – Chair Lisa 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.