

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

January 12, 2026
1:30 PM

Fort Lauderdale Aquatic Center
501 Seabreeze Blvd, Fort Lauderdale, FL 33316
East Conference Room

**Cumulative Attendance
September 2026- September 2027**

Organization/Hotel	P/A	Regular		Special	
		P	A	P	A
Marriott Courtyard, PHF Oceanfront Sharon Howell (arrived at 1:33 p.m.) Steve Zunt, Alternate	P	2	2	0	0
The "W" Hotel, Capri Hotel, LLC Cody Bertone (arrived at 1:32 p.m.) Alex Caceres, Alternate	P	3	1	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	P	2	2	0	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	A	3	1	0	0
Greater FTL Lauderdale Chamber Ina Lee	P	4	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	4	0	0	0
B Ocean Fort Lauderdale Sabrina Graves Alvaro Hernandez, Alternate	P	3	1	0	0
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate(arrived at 1:32 p.m.)	P	4	0	0	0
Conrad Robert Lacle Veronica Milanona, Alternate	P	3	1	0	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	P	4	0	0	0
Four Seasons Mali Carow Jenna Borreggine, Alternate	P	2	2	0	0

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COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Judy Erickson, Program Manager Barrier Island and BBID

Carl Williams, Director City of Fort Lauderdale Parks and Recreation Department

Sgt. Monica Ferrer, City of Fort Lauderdale Police Department

Guests/Visitors/Vendors

Tasha Cummingham, Brand Advocates

Luis Galvez, Brand Advocates

Madeleine Parades, Brand Advocates

Bryan Lilley, CEO Air Dot Show Fort Lauderdale

Kathy Maxwell, Prototype Inc.

I. Call to Order/ Roll Call/ Quorum- Vice Chair Sabrina Graves

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

II. Approval of Agenda and Minutes

- Approval of December 8, 2025, Meeting Minutes

Motion by Ina Lee, seconded by Laurie Johnson to approve the December 8, 2025, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

III. Information Item: Proposed Amendment to Section 8.55.5 – High Impact Events – Carl Williams, Director City of Fort Lauderdale Parks and Recreation Department

Mr. Williams provided an overview of proposed amendments intended to enhance public safety and enforcement during high-impact beach events. The amendments would authorize the City Manager to temporarily close portions of the beach and/or other City property when public safety concerns arise. Sergeant Ferrer supplemented the presentation with additional details. The Committee expressed support for the proposed changes.

Mr. Williams also raised an additional item for discussion, noting that at the previous City Commission meeting there had been interest in hosting both fireworks and a drone show for the Fourth of July. In recognition of America's 250th anniversary, the Commission

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expressed a desire for an expanded celebration. Mr. Williams asked whether the BBID would consider allocating funding for the event and indicated he would return with a formal presentation if there was interest. Committee members discussed the idea, with Mr. Williams providing preliminary cost estimates.

Vice Chair Graves requested more detailed cost information for further discussion, noting that budgeted funds have already been committed to hosting the U.S. Travel Association's IPW. Ms. Lee inquired whether a Special Events application had been submitted to Parks and Recreation and asked about the process for IPW to reserve beach banners. Ms. Erickson confirmed that the application had been submitted.

IV. Discussion: City Manager February Meeting – Strategic Priorities & Key Questions

- Vice Chair Graves (Introduction)

Vice Chair Graves opened the discussion to identify priority focus areas and key questions to help guide the City Manager's participation in the February BBID meeting.

Vice Chair Graves noted that the City Manager has been invited to attend the upcoming meeting and asked Committee Members to identify any specific topics they would like addressed so the City Manager can adequately prepare. Ms. Lee commented that the BBID is a unique committee and emphasized the importance of the City Manager, understanding both the committee's role and the significance of its members, who serve as a major economic driver for the City through substantial event funding, expertise, and resources.

Ms. Carow expressed interest in hearing the City Manager's priorities and goals for FY 2027. Topics to be discussed include:

- The City Manager's 2026 priorities and the City Commission's FY 2027 priorities, and how both may relate to or impact the Beach
- Citywide marketing efforts, noting that BBID marketing alone is not sufficient
- The role of large-scale Beach events (e.g., Tortuga) in supporting the Beach economy
- IPW and the City's related efforts
- Safety and security
- Beach public realm maintenance and improvements

Additional Agenda Item (FYI)
The committee also requested a brief overview of Spring Break operations. Sgt. Ferrer confirmed she will attend to provide this update.

V. Marketing Update: Tasha Cunningham, The Brand Advocates Marketing Presentation

- Tasha Cunningham, The Brand Advocates

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Ms. Cunningham presented a marketing update covering Q4 and year-over-year performance, including metrics related to website searches, email campaigns, social media engagement, the summer campaign, and an updated media plan.

She also provided information requested by the Committee regarding a potential 2025 Airport Media Kit. Ms. Cunningham reviewed advertising options at various airports, available ad formats, placement locations within airports, and estimated costs for a four-week campaign. Vice Chair Graves noted that due to current funding constraints, this initiative would be more appropriate as a FY 2027 goal.

Ms. Cunningham then reviewed the video storyboard previously shared with Members. She explained that by utilizing existing footage from participating properties, significant cost savings could be achieved. Ms. Lee suggested incorporating spa imagery into the video. The Committee reached consensus to move forward with the revised approach, and Ms. Cunningham will update the video cut and present it at the next meeting for review.

Ms. Loren inquired about how individual hotel performance is being tracked, and Ms. Cunningham explained that unique URLs would be created for each property to track website engagement. She added that the website is currently being updated to ensure all properties are current, with link tracking to be completed later this month. Lastly, Ms. Cunningham discussed plans related to the IPW party. Ms. Erickson reported that a strategy meeting had been held to clarify responsibilities and that IPW would provide activation space. She asked whether the Committee wished to allocate funds for an activation element to enhance the beach-themed experience. Members supported the idea.

VI. Information Item: Commissioner Ben Sorensen – October BBID Meeting Follow-up

- Nesli Loren, BBID Committee Member

Ms. Loren provided an update on follow-up efforts stemming from the October BBID meeting with Commissioner Ben Sorensen. She reported that multiple organizations across the City have met to identify one or two unifying themes that could be used consistently to establish a single identity and cohesive message across all divisions. She expressed hope that participating organizations would pool marketing funds to support this collaborative effort.

Ms. Lee added that Visit Lauderdale's agency, Spark, has conducted extensive research on the destination, which could be a valuable resource in developing and informing the unified branding approach.

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VII. Information Item: Air Dot Show Fort Lauderdale – AMERICA 250 Update

- Bryan Lilley, CEO Air Dot Show Fort Lauderdale

Mr. Lilley provided an update on the Air Dot Show Fort Lauderdale in connection with the AMERICA 250 initiative, noting that detailed information had previously been shared with Ms. Erickson. He reviewed the 2025 event's economic impact and visitor attendance, highlighting that the upcoming show is expected to be the largest tour to date in celebration of the nation's 250th anniversary, offering expanded marketing opportunities.

Mr. Lilley also discussed enhancements to the overall guest experience beyond the aerial performances, outlined how the event evolved over time, and emphasized continued growth of the show and its benefits to local hotels. He then addressed questions from Committee Members and introduced Jamie Toler, the event manager for the Air Dot Show.

VIII. Program Manager Updates

- Judy Erickson, Program Manager, BBID and Beach Experience

Ms. Erickson reported that several agencies have expressed interest in the BBID Marketing RFP. She noted that any firms interested in reviewing or responding to the RFP must be registered with the City INFOR system.

She also announced that BBID event grant applications for FY 2027 will transition to an online submission process opening February 1, with proposals due in mid-March. She reminded Members that funding presentations and final allocation decisions are typically reviewed during the April and May BBID meetings.

Additionally, Ms. Erickson shared that there have been requests to be placed on future BBID agendas. Members expressed interest in hearing presentations from the Swimming Hall of Fame and the Water Taxi service and requested that both be scheduled for the March meeting. She also received a request from Commute Broward to present its new late-night transportation service for hotels and restaurants, and Members agreed to include this item on the March agenda.

IX. Other Business

- Vice Chair Graves

Ms. Lee expressed appreciation to Sabrina Graves and offered well wishes as she departs, recognizing her valuable contributions and service to the BBID.

X. Adjournment of Meeting

- Vice Chair Graves

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Upon motion duly made by Nesli Loren and seconded by Jose Torres, the meeting adjourned at 2:53 p.m.

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