

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

February 9, 2026

1:30 PM

Fort Lauderdale Aquatic Center

501 Seabreeze Blvd, Fort Lauderdale, FL 33316

East Conference Room

**Cumulative Attendance
September 2025- September 2026**

Organization/Hotel	P/A	Regular		Special	
		P	A	P	A
Marriott Courtyard, PHF Oceanfront Sharon Howell Steve Zunt, Alternate	P	3	3	0	0
The "W" Hotel, Capri Hotel, LLC Cody Bertone Alex Caceres, Alternate	P	4	1	0	0
Ritz Carlton Hotel Jose Torres Samuel Fuerstman, Alternate	P	3	2	0	0
Bahia Mar Double Tree Lisa Namour Priscilla Guardo, Alternate	P	4	1	0	0
Greater FTL Lauderdale Chamber Ina Lee	P	5	0	0	0
The Westin Ft Lauderdale Beach Laurie Johnson Vacant, Alternate	P	5	0	0	0
B Ocean Fort Lauderdale Alvaro Hernandez Vacant, Alternate	P	4	1	0	0
Sonesta Hotel Jeffrey Peterson Daniel McDermott, Alternate	P	5	0	0	0
Conrad Robert Lacle Vacant, Alternate	P	4	1	0	0
Maren Hotel Stuart Levy Nesli Loren, Alternate	P	5	0	0	0
Four Seasons Mali Carow Jenna Borreggine, Alternate	A	2	1	0	0

BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE (BBID)

February 9, 2026

Page 2

COMMUNICATION TO THE CITY COMMISSION

none

City of Fort Lauderdale

Rickelle Williams, City Manager, City of Fort Lauderdale

Chris Cooper, Deputy City Manager, City of Fort Lauderdale

Sergeant Ferrer, City of Fort Lauderdale Police Department

Judy Erickson, Program Manager Barrier Island and BBID

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

Kevin Pulido, Director City of Fort Lauderdale Strategic Communications

Guests/Visitors/Vendors

I. Call to Order/ Roll Call/ Quorum- Chair Lisa Namour

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

II. Approval of Agenda and Minutes

- Approval of January 12, 2026, Meeting Minutes

Motion by Ina Lee, seconded by Nesli Loren to approve the January 12, 2026, Meeting Minutes. The motion was put to a voice vote and passed unanimously.

III. Selection of BBID Advisory Committee Vice Chair

Motion by Ina Lee to nominate Laurie Johnson, seconded by Nesli Loren. The motion was put to a voice vote and passed unanimously.

IV. Presentation: Spring Break Operations Update – Sgt. Ferrer, City of Fort Lauderdale Police Department

Sergeant Ferrer reported that spring break beach operations will begin on February 28, including the placement of barricades. Motor units will be deployed daily to conduct random safety stops, and Public Works will clean the beach each day. Additional staffing will be assigned to manage anticipated crowds. Sgt. Ferrer noted that the heaviest projected weeks are March 8 and March 31, with high school spring break occurring after March 22. Mr. Pulido added that the Mayor will hold a press conference on February 20 regarding spring break operations. Ms. Lee commented on practices implemented in

BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BBID)

February 9, 2026

Page 3

Miami Beach during spring break. Chair Namour stated that a Spring Break Operations Meeting is scheduled for February 19 at Bahia Mar. Assistant City Manager Cooper introduced himself to the committee and advised that staff are finalizing the annual High Impact Event Memorandum for the beach, as is typically done for major events. During introductions, Mr. Lacle inquired about commercials related to spring break messaging and was informed that a public service video will be released.

V. Discussion with the City Manager – Rickelle Williams, City Manager, City of Fort Lauderdale

- Chair Namour Introduction

Chair Namour welcomed City Manager Rickelle Williams to the meeting, and members and staff introduced themselves. Ms. Lee provided background on the committee members and their roles, and Chair Namour gave an overview of the committee's purpose before inviting City Manager Williams to discuss her 2026 and the City Commission's 2027 priorities.

City Manager Williams thanked the group for their efforts, shared her professional background and experience with Business Improvement Districts, and outlined her key priorities and upcoming initiatives. These included business retention and economic drivers, infrastructure improvements, strategic communications, homeless initiatives, capital projects, potential film permitting opportunities, updates to business tax receipt fees, and compliance efforts related to short-term rentals. Following her remarks, discussion focused on ways the City could assist with marketing efforts, reviewing special outdoor event applications, combining resources to ensure a unified marketing message, and improving parking and transportation for workers and visitors during special events. Additional topics included city beautification, regulation and code compliance for short-term vacation rentals, hurricane and disaster implications, and alternative marketing strategies with City support to stimulate economic activity during the lower demand summer season. Mr. Lacle suggested exploring a film incentive program in lieu of taxing film productions during August and September to attract activity during this traditionally softer period.

Ms. Lee concluded by suggesting that a contact "cheat sheet" with phone numbers and email addresses for City departments be compiled and distributed to hotel general managers and concierge departments.

VI. Other Business

- Chair Namour

Chair Namour requested an update from Ms. Erickson regarding IPW ideas. Ms. Erickson reported that activation opportunity is available for the May 18 Opening Night event and

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

February 9, 2026

Page 4

provided estimated quantities and costs for flip flops as an activation item and shirts for the BBID. She noted that preliminary discussions have taken place with Boucher Brothers for potential cost sharing and Live Nation regarding activation ideas and production.

Ms. Erickson also reported on a lighting assessment conducted on the barrier island, stating that identified issues are being addressed. Dr. Gassman noted that lighting involves multiple jurisdictions, including coordination with FDOT and FP&L. Ms. Erickson added that she worked with the City's sanitation team to provide the County with a comprehensive inventory identifying necessary improvements to the bus shelters along A1A. She noted that the City is actively following up with the County, and progress is being made to address the identified conditions.

Mr. Bertone concluded the discussion by sharing a video highlighting the a successful New Orleans CVB marketing campaign that helped drive hotel demand

VII. Adjournment of Meeting

- Chair Namour

Upon motion duly made and seconded, the meeting adjourned at 3:04 p.m.

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