



Tourist Development Council (TDC) Meeting Minutes
Government Center, Room 430
June 28, 2022, 9:30am
[Video Recording of Meeting](#)

MEMBERS IN ATTENDANCE:

Mayor Michael Udine, Mayor Josh Levy, Ramola Motwani, Andreas Ioannou, Tim Petrillo, Camasha Cevieux, Laurens Zieren; Vice Mayor Dunn

NOT PRESENT: Mayor Dean Trantalis

1. CALL TO ORDER

Mayor Michael Udine called the meeting to order at 9:32am.
Attendance was taken and a quorum was established.

2. APPROVAL OF MINUTES

A Motion to approve the minutes from the meeting of the TDC on March 8, 2022, and May 3, 2022, was made by Mayor Levy and seconded by Tim Petrillo. The minutes were approved without objection.

NEW MEMBER SELF-INTRODUCTIONS

Vice Mayor Melissa Dunn, City of Lauderdale introduced herself to the Committee.

3. TOURIST DEVELOPMENT TAX REPORT | Randall Luechauer, Manager Tourist Development Tax Section

The GFLCVB portion of the April 2022 (FY2022) reporting period collections totaled \$8,854,924.49 an increase of 38.8% (\$2,473,189.72) when compared to collections for the same month in FY 2021. The GFLCVB portion of FY 2022 revenue collected through the April 2022 reporting period, totaled \$54,253,695.15, an increase of 82.8% (\$24,568,070.71) when compared to collections for the same period last year.

The GFLCVB portion of the April 2022 reporting period collections increased by 56.5% (\$3,196,576.66) when compared to collections for the same month in pre-pandemic FY 2019. The GFLCVB portion of FY 2022 revenue collected through the April 2022 reporting period increased by 35.7% (\$14,265,196.85) when compared to the same period in pre-pandemic FY 2019.

The top ten hotel April 2022 revenue increased an average of 70.8% when compared with the same month last year and represented 18.6% of total revenue collected during the month.

Revenue from all hotels totaled \$10,097,486.29 and represented 76.0% of total revenue collected during the month. Non-hotel revenue totaled \$3,184,638.14 and represented 24.0% of total revenue collected during the month.

Ninety-five new accounts (384 units) were added in April 2022. To date in FY 2022, a total of 619 new accounts (3,670 units) were added.

The collection expense for April 2022 was \$43,860.82. The GFLCVB's portion was \$29,841.25 which represents 0.3% of the GFLCVB's monthly reporting period revenues. To date in FY 2022, GFLCVB expenses total \$237,357.19 which represents 0.4% of the GFLCVB reporting period revenue collected through May 31, 2022.

4. CHAIR'S REPORT | Mayor Michael Udine

The mayor commented on how he thought F1 dollars spent in Broward were a big benefit to the county and felt there is a tremendous future for this program in the next 10 years.

Mayor Udine mentioned Norse Airways opened their European gateways at FLL and will hopefully bring in international tourists. He commented that Visit Lauderdale seemed to be everywhere now and that Broward County is booming.

5. PRESIDENT'S REPORT | Stacy Ritter, CDME, President/CEO, Visit Lauderdale

President Ritter discussed the recent Executive Retreat that County Administrator Monica Cepero had for all the Directors where they were working on the new vision and new mission statements for Broward County. She commented on how every Director loved the tagline "Everyone Under The Sun". President Ritter recognized the staff of Visit Lauderdale for all their hard work.

President Ritter mentioned that Norse Airways had their inaugural kickoff a few weeks ago with an Inaugural flight coming from Oslo. Norse is looking to add two to three additional cities London, Paris, and Berlin. This would be the first time FLL had flights to Paris, and Berlin non-stop. Broward County is a worldwide destination therefore Visit Lauderdale is asking for \$4m more in the next fiscal year budget than this current fiscal year which also includes staffing increases. A request is also being made for \$2m more in the marketing contract which goes to RFP later this year or early next.

Broward County has had 20 new properties open since the pandemic began and 2,500 room nights. President Ritter said the budget meeting with the new County Administrator and her team was very positive and optimistic that Visit Lauderdale would be getting that money. She indicated there would come a time when the tourism numbers would dip as it is not possible to sustain this level. Visit Lauderdale needs to make sure they are ahead of this when the time occurs.

6. BROWARD CULTURAL AFFAIRS PRESENTATION | Philip Dunlap, Director of Cultural Affairs

Mr. Philip Dunlap, Director of Cultural Affairs at Broward Cultural Affairs proposed an update once a year to discuss places where they can work together to help grow arts related tourism in Broward County. Cultural Affairs spent the last three years reimagining the grants program and revising and updating administrative codes. They have launched a new signature event called “Ignite”, a digital art and light festival that attracted 10,000 people last year. Mr. Dunlap would like to see this grow into something unique for the county. They have been looking at prominent public art initiatives such as Art on the 17th Street Causeway Bridge. Cultural Affairs is closely working with the CVB to align arts related marketing and PR. They have hired Aqua, the Marketing and PR firm for the CVB. Cultural Affairs is exploring the rebranding of the Cultural Division. Discussion ensued.

7. TOURISM SPONSORSHIP APPLICATIONS – Tony Cordo, Executive Vice President

- a. **Orange Blossom Classic 2022** – This includes a few events centered around the football game at Hard Rock Stadium from September 1-4, 2022 attracting thousands of people. They initially asked for \$150,000 and staff has recommended \$50,000.

Mayor Levy made a motion to accept the review group’s recommendation for a \$50,000 sponsorship. Ramola Motwani seconded the motion. The motion passed unanimously.

- b. **West Indies v India T20 Series (Cricket)**- Cricket is followed by two billion people across the world. Event is being held at the Broward County Cricket Stadium in Lauderhill on August 6-7, 2022. They initially asked for \$100,000 and staff has recommended \$75,000 plus what we can secure from the Florida Sports Foundation Grant Program. Discussion ensued.

Mayor Levy made a motion to accept the review group’s recommendation for a \$75,000 sponsorship. Vice Mayor Melissa Dunn seconded the motion. The motion passed unanimously.

- c. **Latin Music Festival**- This event is being held on September 17, 2022 at the Miramar Regional Amphitheater. They initially asked for \$25,000 and staff is recommending \$5,000 to go towards productions costs. (*Camasha Cevieux recused herself from this vote due to possible conflict of interest. Form 8B below.*)

Laurens Zieren made a motion to accept the review group’s recommendation for a \$5,000 sponsorship and Ramola Motwani seconded the motion. The motion passed unanimously.

8. **Old Business**- Discussion was held to decide on dates for the TDC Meetings for the third and fourth quarter of 2022. Andreas Ioannou elected the August 16, 2022 date. Discussion ensued and this motion was amended by Andreas Ioannou to August 23, 2022.

Andreas Ioannou made a motion to have the third quarter meeting on August 23, 2022 and Camasha Cevieux seconded the motion. The motion passed unanimously.

Discussion was made for the fourth quarter meeting date. December 8, 2022 was chosen as the fourth quarter meeting date.

Camasha Cevieux made a motion to have the fourth quarter meeting on December 8, 2022 and Tim Petrillo seconded the motion. The motion passed unanimously.

9. Council Member Comments and Discussion of Non-Agenda items-

Andreas Ioannou suggested that we set a deadline annually for the Tourism Sponsorship Applications to be reviewed prior to budget approval. President Ritter stated that it will be a struggle to advertise this deadline to interested parties. Mayor Levy suggested that we should keep our options open for last minute events. Discussion ensued. President Ritter suggested having a conversation with Philip Dunlap on how Cultural Affairs handles their grant program and then draft something to bring in front of the TDC. If it requires ordinance changes then the TDC will deal with it when the time comes.

Laurens Zieren remarked that we need to regroup and see how we can capitalize on Formula 1 even further, finding ways to get more occupancy in the hotels during this event. President Ritter will welcome any discussion with crafting a plan for F1 with fellow DOSM's at the Hotels and will be happy to put together a roundtable to discuss what will be done next year. She said Visit Lauderdale is going to shift its focus to occupancy with F1 and is not planning on doing any big events for this next year.

Tim Petrillo proposed that we do a roundtable for the upcoming World Cup. He suggested that we find a way to identify the Hall of Fame diving platform being in Fort Lauderdale, as it has been shown all over in the media. Mr. Petrillo believes that having world class Chefs is critical in Broward County if we want to be a luxury destination as we are not Michelin ranked. President Ritter commented that Visit Lauderdale is already working on this and will bring back a proposal on how we can accomplish this. Discussion ensued.

10. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Mayor Udine and was seconded by Tim Petrillo. The meeting was adjourned with no objection at 10:46am.