



Tourist Development Council (TDC) Meeting Minutes  
Government Center, Room 430  
August 23, 2022, 11:00 am

[Video Recording of Minutes](#)

**MEMBERS IN ATTENDANCE:**

Mayor Michael Udine, Mayor Josh Levy, Ramola Motwani, Andreas Ioannou, Tim Petrillo, Camasha Cevieux, Mayor Dean Trantalis Vice Mayor Dunn

NOT PRESENT: Laurens Zieren

**1. CALL TO ORDER**

Mayor Michael Udine called the meeting to order at 11:00am.  
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 June 28, 2022, was made by Mayor Trantalis and seconded by Vice Mayor Dunn. The minutes were approved without objection.*

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

The GFLCVB portion of the June 2022 (FY2022) reporting period collections totaled \$5,614,536.92 a decrease of 6.2% (\$373,722.27) when compared to collections for the same month in FY 2021. The GFLCVB portion of FY 2022 revenue collected through the June 2022 reporting period, totaled \$66,817,980.16, an increase of 59.3% (\$24,884,425.75) when compared to collections for the same period last year.

The GFLCVB portion of the June 2022 reporting period collections increased by 50.2% (\$1,875,538.67) when compared to collections for the same month in pre-pandemic FY 2019. The GFLCVB portion of FY 2022 revenue collected through the June 2022 reporting period increased by 39.1% (\$18,785,056.04) when compared to the same period in pre-pandemic FY 2019.

The top ten hotel June 2022 revenue increased an average of 10.1% when compared with the same month last year and represented 18.8% of total revenue collected during the month.

Revenue from all hotels totaled \$6,070,158.85 and represented 72.1% of total revenue collected during the month. Non-hotel revenue totaled \$2,350,988.24 and represented 27.9% 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.

Sixty-five new accounts (102 units) were added in June 2022. To date in FY 2022, a total of 786 new accounts (4,086 units) were added.

The collection expense for June 2022 was \$48,630.07. The GFLCVB's portion was \$33,057.52 which represents 0.6% of the GFLCVB's monthly reporting period revenues. To date in FY 2022, GFLCVB expenses total \$302,816.30 which represents 0.5% of the GFLCVB reporting period revenue collected through July 31, 2022.

**4. CHAIR'S REPORT | Mayor Michael Udine**

There is no Chair Report.

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

President Ritter discussed that 10 years ago the TDC expressed some concern over the use of TDT funds for the Capital Challenge Grants Program. At that time there was no one from the hospitality industry on the Grants panel to access these challenge grants. Currently, there is no one from the hospitality industry on the TDT challenge Grant Board to review the grants and access which projects are to be funded. Tim Petrillo volunteered to be the TDC appointee on this Board and President Ritter will serve as the representative for the CVB.

**6. PRESENTATION – MARKETING PLAN FY 2022/2023 | Camila Clark, SR VP Mktg & Comm.**

TDC members were provided the Marketing Plan prior to the meeting. The FY 2022/2023 Marketing Plan focuses on our new branding campaign "Everyone Under The Sun". This new campaign will position Greater Fort Lauderdale as one of the world's most welcoming destination with a focus on inclusivity, diversity and accessibility. Upscale styling and luxury offerings will also be showcased to continue our appeal to high income travelers and reinforce our new brand. Camila Clark, SVP Marketing and Communications announced that we are bringing back the Marketing Plan Luncheon which will be in October. Tim Petrillo stated that the MAC Committee reviewed this plan in depth and everyone was unanimously supportive of this plan. Discussion ensued.

*Tim Petrillo made a motion to recommend The Marketing Plan FY 2022/2023. Ramola Motwani seconded the motion. The motion passed unanimously.*

**7. BUDGET PRESENTATION – Elijah Anderson, Manager Budget & Management Program**

*a. Office of Management Budget – Elijah Anderson, Budget and Management Coordinator from the Office of Management & Budget, presented the FY23 Recommended Operating*

and Capital Budget for the GFLCVB. The budget shows that there was a sharp decline in TDT revenues during the pandemic down 27% from FY20 to FY21 . There has been a great recovery and record revenues in this program in FY22. There is an expected \$117m in TDT collections. Recommended budget for TDT for FY23 is \$100m. Pictures of the construction site of the Convention Center & Hotel were shown. The estimated completion date of the hotel is July 2025 with a cost of approximately \$730.3m. Discussion ensued.

- b. **FY 2023 GFLCVB-** President Ritter asked the council members if they had any questions pertaining to the FY23 GFLCVB budget which had been previously distributed. The CVB is adding five positions in the next fiscal year to help return to the pre-pandemic number of employees with a 5-year plan of 60 employees. The marketing budget has increased for advertising and promotions to \$9.5m. Mayor Trantalis wanted a breakdown between domestic and international marketing. Mayor Levy wanted to understand how Visit Lauderdale is approached by these smaller groups. Tony Cordo said that the groups come to us in many ways. The municipalities come to us to discuss their events, the sales team goes to different events/ trades shows to try and recruit events to bring them here. Also, the individuals promoting themselves will come to us. Mr. Cordo stated that he will discuss the revised tourism sponsorship program at the next TDC meeting in December. Discussion ensued.

*Camasha Cevieux made a motion to approve the proposed budgets FY 2022/2023. Mayor Dean Trantalis seconded the motion (Ramola Motwani recused herself from the vote. Form 8B attached). The motion passed with one abstention.*

## **8. COUNCIL MEMBER COMMENTS AND DISCUSSION OF NON-AGENDA ITEMS-**

Mayor Trantalis discussed on how we can be a place for everybody making sure that we still offer reasonable accommodations. This is a challenge for our community as the market keeps rising as most people look for luxury accommodations. President Ritter stressed that we are the more affordable option in the tri-county area.

Mayor Levy requested that the County Attorney report to the board with regards to the reporting of short-term rental properties and to review any pertinent law and what opportunities are available. The intention is to acquire the total aggregate number of revenue statistics showing how many properties in the county and cities that report short term rental properties and their growth. County Attorney, Stacey Weinger stated that they can pull the applicable revenue statute and speak internally on what data the County has available. This will be brought back on the next agenda on December 8<sup>th</sup>.

Andreas Ioannou suggested a sign or billboard at the Convention Center site informing visitors of the new Convention Center Hotel coming in 2025.

## **9. PUBLIC COMMENTS**

There were no public comments.

## **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 12:07pm.*