



Video Recording of Meeting

MEMBERS IN ATTENDANCE:

Mayor Steve Geller, Mayor Josh Levy, Ramola Motwani, Tim Petrillo, Mayor Dean Trantalis
NOT PRESENT: Camasha Cevieux, Andreas Ioannou, Casey Karl Koslowski, and Laurens Zieren
RESIGNED: Dan Adkins

1. CALL TO ORDER

Mayor Steve Geller called the meeting to order at 9:33am.
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 August 26, 2021, was made by Mayor Levy and seconded by Mayor Trantalis. The minutes were approved without objection.

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

The GFLCVB portion of the August 2021 reporting period collections totaled \$4,421,023.41 an increase of 140.6% (\$2,583,892.84) when compared to collections for the same month in FY 2020. The GFLCVB portion of FY 2021 revenue collected through the August 2021 reporting period totaled \$52,681,051.35, an increase of 34.5% (\$13,512,749.03) when compared to collections for the same period last year.

The GFLCVB portion of the August 2021 reporting period collections increased by 28.8% (\$988,546.91) when compared to collections for the same month in FY 2019. The GFLCVB portion of FY 2021 revenue collected through the August 2021 reporting period decreased by 5.0% (\$2,796,185.95) when compared to the same period in FY 2019.

The top ten hotel August 2021 revenue increased an average of 224.4% when compared to the same period last year and represented 15.3% of the total revenue collected during the month.

Revenue from all hotels totaled \$4,955,802.29 and represented 74.7% of total revenue collected during the month. Non-hotel revenue totaled \$1,674,856.10 and represented 25.3% of total revenue collected during the month.

Seventy-six new accounts (485 units) were added in August 2021. To date in FY 2021, a total of 507 new accounts (4,217 units) were added.

The collection expense for August 2021 was \$41,726.81. The GFLCVB's portion was \$26,682.74 which represents 0.6% of the GFLCVB's monthly reporting period revenue. To date in FY 2021, GFLCVB expenses total \$279,342.74 which represents 0.5% of the GFLCVB reporting period revenue collected through September 30, 2021.

There was a brief discussion about the successful recovery of tourism within Greater Fort Lauderdale. Clarity was provided as to how collections are tracked and how statistics are collected for reporting metrics. It was decided that the members of the TDC will be given access to Visit Lauderdale's dashboard so they may view the statistics in real time whenever desired.

4. CHAIR'S REPORT | Mayor Steve Geller

The mayor acknowledged that this would be his last meeting as Mayor of Broward Mayor. He took a moment to thank Stacy Ritter for her leadership during the pandemic.

Mayor Geller announced that a film incentive program was approved at the last meeting of the County Commission. He acknowledged the program may need to be amended as they are still working out reciprocity with our neighboring counties to the north and south.

Final interviews of applicants for the position of Film Commissioner have been completed and an offer is expected to be made next week. Mayor Geller shared that there has also been discussion with an investment group who wants to invest in building six sound stages in Broward County.

Mayor Geller shared that the Holocaust Education Center has received a \$1.5 grant and have entered into a partnership agreement with the Shoah Foundation that will enable the Center to create 3D holograms of Holocaust survivors with which visitors will be able to interact and learn.

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

President Ritter thanked Mayor Geller for his year as chair and for his kind words earlier in the meeting.

Mayor Trantalis interjected with congratulations to President Ritter for receiving the "Allen Schubert Award" at the Diversity Honors Gala at the Hard Rock on behalf of Visit Lauderdale for their commitment to promoting Greater Fort Lauderdale as an inclusive and diverse and welcoming destination for all travelers.

President Ritter said things are going well at Visit Lauderdale and introduced Visit Lauderdale's new County Attorney, Stacey Weinger.

6. TOURISM SPONSORSHIP APPLICATIONS – Mike Sophia, VP of Sports Marketing & Entertainment

- a. **The Florida Renaissance Festival** has requested \$50,000 for their event taking place on Feb 5 through March 20, 2022. Mike Sophia reported that Visit Lauderdale's internal review group recommends awarding \$50,000. Discussion ensued noting that the event has never asked for support in the past but has lost many sponsors due to the pandemic.

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. **2021 Caribbean Food & Rum Festival** has requested a \$50,000 for their event taking place December 12 at ArtsPark in Hollywood. Visit Lauderdale's internal review group did not recommend sponsorship. Discussion ensued.

Mayor Levy moved to support the event at a smaller sponsorship level to help them grow the event since it is the only Caribbean Festival in South Florida. He suggested a \$15,000 sponsorship. Mayor Trantalis seconded the motion.

Discussion ensued. President Ritter reminded the council that the evaluation process was put in place per the TDC's request and should be valued suggested Visit Lauderdale could provide \$15,000 of in-kind marketing support as opposed to a cash contribution. VP of Marketing & Communications, Camila Clark was asked to share how her department could support this event with in-kind marketing support and what that would look like. The council debated and based on the discussion the original motion was amended as noted below.

Mayor Levy moved to award a \$5,000 cash sponsorship with an additional \$10,000 of in-kind marketing support. The motion was seconded by Ramola Motwani and passed unanimously.

7. **COUNCIL MEMBER COMMENTS & DISCUSSION OF NON-AGENDA ITEMS**

Mayor Levy made a requested the Visit Lauderdale team to explore options to push out a list of weekly events to our hotels and condo communities. He would like Visit Lauderdale to report back on this.

President Ritter noted that council members were each provided with an infographic of the latest tourism statistics since there had been interest expressed in receiving this at the previous meeting.

8. **PUBLIC COMMENTS**

Craig Jungwirth commented that he would like to see an update of expenditures from the Commission and Visit Lauderdale based on the previously allocated financial support for Pride of the Americas.

Mr. Jungwirth also expressed concern over the allocation of tickets to two events funded by Visit Lauderdale, Flockfest and Julian's Fountain of Youth event.

9. **MOTION TO ADJOURN**

A motion to adjourn the meeting was made by Mayor Levy and was seconded by Ramola Motwani. The meeting was adjourned with no objection at 10:47am.