



Tourist Development Council (TDC) Meeting Minutes  
Government Center, Room 430  
February 28, 2023, 9:30 am

**MEMBERS IN ATTENDANCE:**

Mayor Lamar Fisher, Mayor Josh Levy, Ramola Motwani, Andreas Ioannou, Camasha Cevieux, Commissioner Melissa Dunn, Seth Fellman, Tim Petrillo, Mayor Dean Trantalis

**1. CALL TO ORDER**

Mayor Lamar Fisher called the meeting to order at 9:04 am.  
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 December 8, 2022, was made by Tim Petrillo and seconded by Andreas Ioannou. The minutes were approved without objection.*

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

The GFLCVB portion of the December 2022 (FY2023) reporting period collections totaled \$7,597,073.63 an increase of 3.2% (\$238,072.39) when compared to collections for the same month in FY 2022. The GFLCVB portion of FY 2023 revenue collected through the December 2022 reporting period totaled \$19,986,350.52, an increase of 10.6% (\$1,919,491.67) when compared to collections for the same period last year.

The GFLCVB portion of the December 2022 reporting period collections increased by 43.3% (\$2,297,219.13) when compared to collections for the same month in pre-pandemic FY 2019. The GFLCVB portion of FY 2023 revenue collected through the December 2022 reporting period increased by 47.5% (\$6,437,588.86) when compared to the same period in pre-pandemic FY 2019.

The top ten hotel December 2022 revenue decreased an average of 10.4% when compared to the same period last year and represented 16.4% of the total revenue collected during the month.

Revenue from all hotels totaled \$8,215,659.59 and represented 72.1% of total revenue collected during the month. Non-hotel revenue totaled \$3,173,985.80 and represented 27.9% of total revenue collected during the month.

#### **4. CHAIR'S REPORT | Mayor Lamar Fisher**

Mayor Fisher introduced himself and stated that he is happy to be part of the TDC. He requested that proposed dates for the TDC Meetings for the year be sent out.

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

President Ritter welcomed Mayor Fisher. She introduced new Visit Lauderdale VP of Sports and Entertainment, Glen Allen. Mr. Allen informed the TDC that he has lived in Florida for 15 years working in Sports Development in the Orlando and West Palm Beach Markets. President Ritter noted that Phil Dunlap, Director of Broward Cultural Division will be presenting a wrap up of IGNITE at the next TDC meeting. She mentioned that Visit Lauderdale is partnering with FRLA on May 11<sup>th</sup> to present the Laudable Awards (old SunSational Awards Luncheon) at the Broward County Convention Center.

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

Mayor Levy attended the IGNITE Event in Dania Beach commenting on how he and his family really enjoyed it. He asked President Ritter if there is any legislation relating to tourism at the upcoming Florida Legislation session. President Ritter stated that there is no Visit Florida legislation filed and will let the TDC know if anything is forthcoming.

Andreas Ioannou requested the following reports: Star Report for the county which shows by segment total available rooms, occupancy adr and revpar to compare year over year, an update on the convention center booking pace. He would like to see a sign in front of the BCCC to display a rendering of the convention center and hotel as well as an update monthly on the convention center progress.

Melissa Dunn requested information on the Cricket World Cup bid. President Ritter stated the International Cricket Council will be making a decision in June as to what cities will be awarded the tournaments. She met with the Cricket officials, who are requesting \$18m to run the cricket tournaments. If we are awarded the tournaments Visit Lauderdale will support it but not for that amount.

Tim Petrillo inquired if Visit Lauderdale was doing anything for F1. President Ritter acknowledged the F1 events were not successful last year not getting the return on investment as expected. She remarked that last year Miami had hotels that put on events. Visit Lauderdale is not doing an activation this year leaving it up to the private properties to host the corporate parties noting that VL would be happy to support these corporate events. Mayor Trantalis suggested paying celebrity appearance fees. President Ritter commented that it would be difficult to obtain appearance fees as the county procurement code would require VL to open and competitively bid which is difficult and time consuming. She stated that F1 is all about generation of room nights. Bringing people to F1 in Broward should be a collaboration between the private sector and Visit Lauderdale. Discussion ensued.

**7. PUBLIC COMMENTS**

No public comments.

**8. MOTION TO ADJOURN**

*A motion to adjourn the meeting was made by Mayor Fisher and was seconded by Mayor Levy  
The meeting was adjourned with no objection at 10:22am.*