

**TOURIST DEVELOPMENT COUNCIL (TDC)  
Greater Fort Lauderdale Convention & Visitors Bureau  
101 NE 3<sup>rd</sup> Avenue, Suite 100  
Fort Lauderdale, FL 33301**

**TDC Meeting Minutes – January 24, 2019  
10am**

**Members Present:**

Mark D. Bogen Mayor, Mayor Dean Trantalis, Mayor Josh Levy, Mayor Kenneth Thurston, Camasha Cevieux, Ramola Motwani, Tim Schiavone, Heidi Dennis.  
A quorum was established.

**Members Absent:**

Cate Farmer & Dan Adkins.

1. Mark D. Bogen, Mayor (Chair) called the meeting to order at 10am.
2. **PLEDGE OF ALLEGIANCE & ROLL CALL QUORUM PRESENT**
3. **APPROVAL OF MINUTES**

**A MOTION was made by Mayor Josh Levy to APPROVE the MINUTES of the November 1, 2018, Tourist Development Council (TDC) Meeting and THE MOTON was seconded by Mayor Kenneth Thurston. MOTION PASSED UNANIMOUSLY.**

4. **GFLCVB REVENUE REPORT – RANDALL LUECHAUER**

Randall Luechauer, Manager, Tourist Development Tax Department, presented the Tourist Development Tax Report for November 2018 reporting period.

The GFLCVB portion of the November 2018 reporting period revenue collected by our customers through December 31, 2018 totaled \$4,459,444.15, an increase of 32.0% (\$1,082,002.99) when compared to the same month last year.

The GFLCVB portion of FY 2019 revenue collected through December 31, 2018 totaled \$8,248,907.16 an increase of 31.2% (\$1,959,675.86) when compared to the same period last year.

The top ten hotel November 2018 revenues increased an average of 14.5% when compared to the same period last year and represented 20.2% of the total revenues collected during the month.

Thirty-two new accounts (34 units) were added in November 2018. To date in FY 2019, a total of 66 new accounts (101 units) were added.

The collection expense for November 2018 was \$24,392.74. The GFLCVB's portion was \$16,261.83 which represents 0.4% of the GFLCVB's monthly reporting period revenues. To date in FY 2019, GFLCVB expenses total \$34,307.55 which represents 0.4% of the GFLCVB reporting period revenues collected through December 31, 2018.

## 5. New Event Presentation

### (a) Miami Super Bowl 2020

Rodney Barreto from the Super Bowl Committee Host Committee said they have a 4,000 Hotel Room Block with the NFL for Super Bowl 2020. The "Taste of the NFL" returns in 2020. The Pro Bowl is still in Orlando this year but next year hoping to bring the Pro Bowl back to Fort Lauderdale. Fort Lauderdale gets approximately 2.5 million in revenues from the Super Bowl. The Host Committee is asking for \$1.5 million in which \$500,000 of those dollars will go towards the Activation on the beach that is free to the public here in Fort Lauderdale. Approximately 10,000 volunteers will help with Super Bowl 2020 all receiving FBI checks prior by the Federal Government. Play 60 returns for events in Fort Lauderdale for the kids and their families, NFL Green coming this year, big on the environment, planting trees etc. Mike Zimmer stated the "Taste of the NFL" will once again be at the Broward County Convention Center (BCCC) where player chefs and chefs from many cities hosts this event. In Atlanta, GA, Fort Lauderdale will be represented by Chef Paula of the Ritz Carlton. Discussion ensued.

Carol Hudson mentioned that Rental costs & Ancillaries will be sponsored by Broward County and the Broward County Convention Center for the "Taste of the NFL" and Stacy Ritter asked if these fees would also be included or are in addition to the \$1 million being asked for, where the other \$500,000 is being utilized for the Activation on the beach for the public. Stacy stated that funding would come from FY19 & FY20 TDT Reserves or the General Funds for Broward County is where these funds would come from if the TDC recommends and then the funds are approved by the County Commissioners. Discussion ensued.

**A MOTION WAS MADE BY** Mayor Josh Levy to approve & recommend to the Board of County Commissioners the \$1.5 million ask if staff approves the terms of the deliverables & provides the analysis of the funding and then the TDC recommends the funding of the \$1.5 million to the Board of County Commissioners for final approval. **MOTION PASSED UNANIMOUSLY**

(b) **Discussion Senior Games/GFLCVB  
Financial Commitment**

Alan Cohenspoke on the multi-year commitment to the Senior Games being held throughout Broward County for the 50+ individuals from all over to compete in 18 different sports events with a total of 35,000 room nights being held every year annually and which will bring a significant impact to Fort Lauderdale and Broward County a budgeted amount of \$56,250 FY19-20. **MOTION WAS MADE BY Mayor Josh Levy and seconded by Heidi Dennis to Approve this funding of the Senior Games Event in Fort Lauderdale & Broward County. MOTION APPROVED UNANIMOUSLY.**

(c) **Fort Lauderdale Pride**

Mr. Craig Jungwirth called in for this meeting and announced that he was told he could not present his event by phone, he was going to defer speaking until the next TDC Meeting. At this time Mark D. Bogen, Mayor told Mr. Jungwirth that Mr. Jungwirth could speak by phone and present his event and Mr. Jungwirth still declined but wanted to remain on the line to listen to the meeting. Stacy asked Mr. Jungwirth if he was prepared to give his two-minute speech regarding his event at this time and Mr. Jungwirth said he was not prepared and just wanted to listen to the rest of the meeting and attend the next TDC meeting.

(d) **Diner en LeBlanc Fort Lauderdale Event**

Mr. Ken McCormick spoke regarding his event forthcoming and discussion ensued, no action for this event was taken at this time.

**6. President's Report**

No President's Report currently.

**7. New Business**

No new business currently.

**8. Old Business**

**Meeting was adjourned at Noon.**