



Tourist Development Council (TDC) Meeting Minutes
Visit Lauderdale Conference Room
August 26, 2021, 9:30am

MEMBERS IN ATTENDANCE:

Mayor Steve Geller, Camasha Cevieux, Andreas Ioannou, Mayor Josh Levy, Ramola Motwani, Tim Petrillo, Mayor Dean Trantalis and Laurens Zieren.

NOT PRESENT: Dan Adkins, Casey Karl Koslowski

1. CALL TO ORDER

Mayor Steve Geller called the meeting to order at 9:36am.

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 May 28, 2021 was made 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 June 2021 reporting period collections totaled \$5,988,259.19, an increase of 220.6% (\$4,120,188.88) when compared to collections for the same month in FY 2020. The GFLCVB portion of FY 2021 revenue collected through the June 2021 reporting period totaled \$41,933,554.41, an increase of 17.9% (\$6,351,580.78) when compared to collections for the same period last year.

The GFLCVB portion of the June 2021 reporting period collections increased by 60.2% (\$2,249,260.94) when compared to collections for the same month in FY 2019. The GFLCVB portion of FY 2021 revenue collected through the June 2021 reporting period decreased by 12.7% (\$6,099,369.71) when compared to the same period in FY 2019.

The top ten hotel June 2021 revenue increased an average of 381.5% 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 \$6,510,784.84 and represented 72.5% of total revenue collected during the month. Non-hotel revenue totaled \$2,468,867.81 and represented 27.5% of total revenue collected during the month.

Sixty-six new accounts (431 units) were added in June 2021. To date in FY 2021, a total of 369 new accounts (3,537 units) were added.

The collection expense for June 2021 was \$43,233.19. The GFLCVB's portion was \$23,623.26 which represents 0.4% of the GFLCVB's monthly reporting period revenue. To date in FY 2021, GFLCVB expenses total \$231,489.60 which represents 0.6% of the GFLCVB reporting period revenue collected through July 31, 2021.

4. MARKET UPDATE | Candace Hartsell, Sr. Manager, Business Intelligence, Visit Lauderdale

Ms. Hartsell shared that the demand for rooms has been breaking records - all hotel metrics have exceeded those from 2019. May's occupancy was the highest in the destination's history and Visit Lauderdale has outperformed every other Florida market. Ms. Hartsell shared that year-to-date TDT collections are only off 1% from the same period in 2019. Forecasts for 2022 are looking positive and are expected to mirror 2019's metrics.

It was reported that seven new properties have come online in 2021 with 7 more expected to open before year's end. More inventory is expected to come online over the next 2 years. STR recently named Greater Fort Lauderdale as one of the top 10 cities in the US for growth in hotel supply. (#3) It was noted that business owners are having to change the way they're operating to manage employment shortages.

Ms. Hartsell reported that after a 15-month shut down, cruise lines began sailing out of Port Everglades on June 26th, with reduced occupancy (60%) and strict safety protocols in place. Cruises are expected to sell out over the upcoming holiday season and to be in very high demand in 2022.

It was reported that the TSA has extended its mask mandate through January 2022, that Puerto Rico is requiring all hotel employees and guests to be vaccinated against the Coronavirus, and that the cities of San Francisco, New York and New Orleans are requiring guests be vaccinated for indoor dining and indoor activities.

5. CHAIR'S REPORT | Mayor Steve Geller

The mayor reported that he was surprised to see the largest attendance ever at a recent out-of-town business meeting despite the uncertainty surrounding the COVID-19 pandemic. He recognized that individuals still feel the need for in-person meetings. He ensured the group that he is not intending to institute any kind of shutdown but is considering options for mask mandates (as done in all county buildings) and vaccine requirements.

Mayor Geller stated that the Office of Film will relocate from Visit Lauderdale to the Office of Economic and Small Business Development. A Film Commissioner position has been included in the FY22 budget. He expressed his intent to entice some Hispanic/Latin festivals and events currently based in Miami to relocate to Broward and to ensure we are not referred to as Miami in the promotions of said events. Discussion ensued.

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

Ms. Ritter asked that we move ahead to the budget update.

7. BUDGET PRESENTATION

a. OFFICE OF MANAGEMENT BUDGET | Elijah Anderson, Jennifer Steelman, Norman Foster

Elijah Anderson, Budget and Management Coordinator from the Broward County Office of Management & Budget, presented the FY22 Recommended Operating and Capital Budget for Visit Lauderdale. The budget takes into effect the uncertain TDT revenues due to the economic impact of the COVID-19 variants. Alan Cohen, the Assistant County Administrator, gave an update on the Convention Center Expansion, noting that the western expansion is on schedule for completion in October 2021, in time for the Fort Lauderdale International Boat Show. Completion of the east expansion is anticipated by May of 2025 with the hotel and plaza following in September of 2025. Discussion ensued.

b. VISIT LAUDERDALE/GFLCVB | Stacy Ritter, CDME, President/CEO, Visit Lauderdale

Stacy Ritter asked the Council if they had any questions pertaining to the FY22 GFLCVB budget which had been previously distributed. Mayor Levy requested future budgets include a notation as to which cities are hosting budgeted sponsored events. Discussion ensued.

A motion was made by Mayor Trantalis to approve the proposed budgets. The motion was seconded by Tim Petrillo. The motion passed unanimously.

8. MARKETING PLAN OVERVIEW | Camila Clarke, Sr. Vice President, Marketing & Communications.

The FY22 Marketing Plan was presented. It focused on the demographic profile of our expanding market, and how Visit Lauderdale will increase destination awareness in the post-pandemic months and capitalize on pent-up demand for travel. Ms. Clark shared that Visit Lauderdale will give priority to promoting its new brand among such markets as LGBT+, multicultural, sports, cruise travel and the niche luxury market. The luxury campaign was presented. Discussion ensued.

A motion was made to approve the FY2022 Marketing Plan by Tim Petrillo. Camasha Cevieux seconded the motion and it passed unanimously. (Note: Mayor Geller accidentally misidentified Ramola Motwani as the person who seconded the motion. It was in fact Camasha Cevieux.)

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

- a.* The 2022 Miramar Afro-Carib Festival has requested \$50,000 for their event taking place on Feb 26, 2022. Mike Sophia reported that Visit Lauderdale's internal review group recommends awarding \$10,000. Discussion ensued.

Mayor Trantalis made a motion to accept the group's recommendation for a \$10,000 sponsorship. Ramola Motwani seconded the motion. (Camasha Cevieux recused herself from

the vote. Form 8B attached). The motion passed with one abstention.

- b. 2021 Football is Freedom Festival has requested a \$50,000 sponsorship for its inaugural festival taking place October 18-25 at DRV PNK Stadium. The festival centers around a friendly international football (soccer) match between Jamaica's National Women's team and another team that has yet to be named. Visit Lauderdale's internal review group recommends the event be awarded \$25,000.

Mayor Levy made a motion to accept the recommendation of Visit Lauderdale's evaluation group to award a sponsorship of \$25,000. The motion was seconded by Tim Petrillo. Discussion ensued. The motion passed unanimously.

- c. Art Explosion 2021: Stories from Within has requested funding in the amount of \$5,000 for the event which runs from Sept 9 – Oct 23, 2021. Stacy Ritter explained Visit Lauderdale has funded this event in the past and intended to include it in the budget, but it had inadvertently been omitted. Mayor Geller asked to consider the omission a scrivener's error and asked for a motion to correct the error.

Mayor Trantalis made a motion to fund the requested \$5,000. Ramola Motwani seconded, and the motion passed unanimously.

10. COUNCIL MEMBER COMMENTS & DISCUSSION OF NON-AGENDA ITEMS

Mayor Levy is pleased with how the recovery of tourism has been going and hopes that the Delta variant of COVID-19 does not derail it.

Ramola Motwani praised Stacy Ritter and her team for not staying silent during the months of uncertainty and embracing new events that align with the new brand.

11. PUBLIC COMMENTS

There were no public comments

12. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Mayor Trantalis. The meeting was adjourned with no objection at 11:16am.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Ceveux, Camasha, Melissa		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council	
MAILING ADDRESS 2400 Civic Center Place		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:	
CITY Miramar	COUNTY Broward	<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY	
DATE ON WHICH VOTE OCCURRED 8/26/2021		NAME OF POLITICAL SUBDIVISION: MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Camasha Cevieux, hereby disclose that on August 25, 20 21 :

(a) A measure came or will come before my agency which (check one or more)

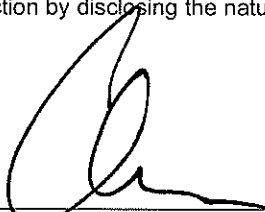
- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of City of Miramar, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am employed by this agency. This event will provide my agency with some level of financial commitment or gain.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

8/25/2001
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.