

GREATER FORT LAUDERDALE

Tourism Development Council (TDC) Meeting Minutes
Via GoTo Webinar due to COVID-19
TDC Meeting – Aug 6, 2020, 9:30am

MEMBERS IN ATTENDANCE

Mayor Dale VC Holness, Dan Atkins, Camasha Cevieux, Cate Farmer, Casey Karl Koslowski, Mayor Josh Levy, Ramola Motwani, Tim Petrillo, Mayor Kenneth Thurston, Mayor Dean Trentalis

1. Broward County Mayor Dale V.C. Holness called the meeting to order at 9:30am Attendance was taken, and a quorum was established. The Mayor asked Board Member Ramola Motwani to lead the group in the Pledge of Allegiance.

2. APPROVAL OF MINUTES

A motion to approve the minutes from Jun 23, 2020 meeting of the TDC was made by Mayor Kenneth Thurston and was seconded by Tim Petrillo. The motion was unanimously approved.

3. TOURIST DEVELOPMENT TAX REPORT – Randall Luechauer

Randall Luechauer, Manager, Tourist Development Tax Section presented the Tourist Development Tax Report.

The GFLCVB portion of the June 2020 revenue collected by our customers totaled \$1,868,070.31 a decrease of 50.0% (\$1,870,927.94) when compared to collections for the same month last year. The GFLCVB portion of FY 2020 revenue collected through July 31, 2020, totaled \$35,581,973.63, a decrease of 25.9% (\$12,450,950.49) when compared to collections for the same period last year.

The top ten hotel June 2020 revenues decreased an average of 75.5% when compared with the same month last year and represented 10.2% of the total revenues collected during the month.

Thirty-seven new accounts (38 units) were added in June 2020. To date in FY 2020, a total of 356 new accounts (2,359 units) were added.

The collection expense for June 2020 was \$41,876.93. The GFLCVB's portion was \$25,977.13 which represents 1.4% of the GFLCVB's monthly reporting period revenues. To date in FY 2020, GFLCVB expenses total \$243,776.34 which represents 0.7% of the GFLCVB reporting period revenue collected through July 31, 2020.

4. CHAIR'S REPORT – Mayor Holness

Mayor Holness gave an update on Broward's balancing act of keeping COVID-19 cases under control and getting the county back to work. He reported he is happy with the cooperation of all the county mayors. Mayor Holness gave an update on the Airport Construction as well as the Convention Center and the road that will cut through the port, known as the Bypass Road.

5. PRESIDENT'S REPORT – Stacy Ritter

Ms. Ritter, President & CEO of the Greater Fort Lauderdale CVB, presented a tourism sponsorship application from the 2019 Sunset Soiree that needed retroactive TDC Board approval for the funds to be disbursed. Discussion ensued.

Mayor Josh Levy made a motion to accept the CVB's recommendation to fund the \$25,000 for the 2019 Sunset Soiree. Tim Petrillo seconded, and the motion was approved unanimously.

President Ritter gave an update on personnel changes made in the GFLCVB due to the COVID-19 pandemic. The CVB is hoping to see 60% hotel occupancy from October on so that additional cuts do not have to be made. The CVB is looking to the fact that we have wide open spaces to help us regain our position in the travel market once people start traveling again.

6. BUDGET PRESENTATION – Elijah Anderson, Alan Cohen

Elijah Anderson, Budget and Management Coordinator from the Office of Management & Budget, presented the FY2021 Recommended Operating and Capital Budget for the GFLCVB. The budget takes into effect the sharp decline in TDT revenues due to the economic impact of the COVID-19 pandemic. Alan Cohen, the Assistant County Administrator, gave an update on the Convention Center Expansion, noting that the western expansion is still on schedule for completion in October 2021. The additional expansion projects are on hold while alternate funding is explored. Discussion ensued.

Stacy Ritter, gave an overview of the GFLCVB's FY2021 Budget, noting that several budgeted events may or may not end up occurring due to the ongoing pandemic. Discussion ensued.

A motion to accept the recommended FY2021 Operation and Capital Budget for the GFLCVB was made by Mayor Josh Levy and was seconded by Tim Petrillo. The motion was approved unanimously.

7. FY2021 MARKETING PLAN – Kara Franker

Kara Franker, Senior Vice President, Marketing & Communications presented the FY2021 Marketing Plan which focuses on resiliency and recovery and allows for flexible digital advertising and concentrates on evolving brand attributes. Discussion ensued.

Ina Lee, President of TravelHost Magazine and Chairperson of the Marketing Advisory Committee reported that the MAC unanimously recommended to approve the FY2021 Marketing Plan after going through it in depth at their last meeting.

A motion to approve to recommended FY2021 Marketing Plan for the GFLCVB was made by Mayor Dean Trentalis and was seconded by Ramola Motwani. The motion was unanimously approved.

8. REQUEST FOR FUNDING

President Stacy Ritter presented a Tourism Sponsorship Application from by the Marine Industry Association of South Florida for \$125,000, to support the purchase of a one-hour special NBC Sports program, highlighting the Fort Lauderdale International Boat Show. Stacy noted that there are funds available due to the cancelation of other previously funded events.

Phil Purcell, from the Fort Lauderdale International Boat Show, spoke to the economic impact of the boat show and addressed the fact that there are 90-acres of event space for both attendees and exhibitors to safely enjoy the event.

Townsend Bell, Executive Producer of the Fort Lauderdale International Boat Show for NBC Sports, addressed the Council and expressed how important the event is to Fort Lauderdale's image. He offered to share the raw and edited footage they plan to take for their production of the Boat Show on NBC Sports.

Leigh Diffey, also from NBC Sports, spoke to the uniqueness of this event compared to other events on the network.

A motion to approve the CVB's recommendation for funding \$125,000 to the Marine Industry Association of South Florida was made by Mayor Levy and was seconded by Mayor Thurston. The motion was approved unanimously.

9. OLD BUSINESS

No old business was discussed.

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

Tim Petrillo asked the Mayor about when the restaurant curfew of 10:00 PM might be extended to a later hour. Discussion ensued.

Ramola Motwani commented that she would like to see more signage about wearing masks and socially distancing throughout the County.

There was discussion about hotel occupancy being adversely affected by the messaging in the media that South Florida's COVID numbers are so high – even though they have been dropping. However, there is optimism for the 4th quarter of 2021.

11. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Tim Petrillo. The motion was seconded by Ramola Motwani. The meeting was adjourned at 11:19am.