

AGENDA

MARKETING ADVISORY COMMITTEE (MAC) Meeting *Tuesday, January 26, 2021 - 10:00 A.M.*

Web Conference
GoToMeeting & In Person at Marriott Harbor Beach

MAC Meeting Agenda

1. MAC Chair's Call to Order Ina Lee
2. Visit Florida and Changes to the MAC Stacy Ritter
3. Marketing & Communications Update Kara Franker
(market update, campaign stats, new creative, new brand roll-out, LauderDeals)
4. Industry Update: Port, FLL, Hotels, Attractions, etc. MAC Members
5. New/Old Business
6. Adjourn