

MEETING MINUTES – October 27, 2020
GFLCVB Marketing Advisory Committee (MAC)
10:00-11:40am
Gotomeeting
101 NE Third Street, Suite 100, Fort Lauderdale, FL 33301

MEMBERS PRESENT:

Carmen Ackerman, Susan Aichele-Sanders, Steve Belleme, Chris Bielski , Keith Blackburn, Joellyn Fellmeth, Arianne Glassman, Robert Keesler, Ina Lee, Kara Lundgren, Meredith McCleary, Melissa Milroy, James Pancallo, Tim Petrillo, Elizabeth Rizzuto, Bobby Rodriguez, Michael Solomon, Christina Schwartzman Sovern, Raelin Storey.

MEMBERS ABSENT:

Pam Adams, John Boutin, Amanda Harris, Ellen Kennedy, Sandra Rios, Carol Tracz

INTRO:

Ina Lee called the meeting to order at 10:00 a.m. A quorum was established, roll call completed.

A MOTION was made by Melissa Milroy to approve the minutes of the July 28, 2020 meeting. Meredith McCleary seconds the motion and the MINUTES PASSED UNANIMOUSLY.

- Kara shares big news about our Emmy nomination for the GFL History Video.
- A market update including Occupancy: 50%, ADR: \$120.48, RevPAR: \$69.29, increase in demand, and travel sentiment was discussed.
- Kara introduces the dashboard in its beginning stages.
- The branding unveiling walked the committee through our positioning statement, brand definition, brand personality, brand promise including the tagline – Everyone Under the Sun. The brand elements with the color palette was introduced.
- The logo deep dive was showcasing logos across the state before revealing the top 5 new logo options. Kara prompts committee to take survey with a deadline for that upcoming Friday, 10/30/20.

Kara/Ina opens floor for comments/questions or concerns:

1. Ina asks if there were focus groups outside of the area targeted? **(Kara will explore options)** Ina continues with loving the font, colors and prefers #4
2. Keith says the colors seem similar and asks if they are the only options? **(Kara responds yes)** Keith chooses #4, he adds that it looks like another destination and clarifies that teal seems to be used a lot.
3. Carmen likes the fonts and the wave through the letter A, she thinks the color palette feels vintage and colors are muted. Suggests that could use tweaking for vibrancy.
4. Susan prefers #2 and explains how it reminds her of surf apparel.

5. Steve lists his favorites in order - #4, #2, #1 – he likes the colors and movement.
 6. Meredith lists her favorites as - #4, #3, #1 – would agree that the colors should be more vibrant.
 7. Kara L prefers #1 and says she likes the clean lines and second choice is #4
 8. Chris likes #4, speaks to the sun, sea, waves, and sand and agrees the sun isn't too bright
 9. Elizabeth likes #4 waves matching with the font as opposed to #1
 10. Bob also like #4 but thinks the sun could be a sharper yellow.
 11. Ari says the colors get a little lost, would like to see more vibrancy, sort of reminds her of the old my Fort Lauderdale beach logo.
 12. Tim says he loves the font and color palette, cleanliness and likes #4 the best
 13. James says he agrees with a brighter sun and prefers #4
 14. Keith asked if there would be a stacked version – square or round? (Kara replies yes)
- Ina has a concern that “Everyone Under the Sun” wants to make sure it can be visible. Also suggests getting feedback or do focus groups and get input in a few outside (Chicago, NYC) markets. (Kara responds with talking to Aqua and discussing price options) (Bill suggests Ed and Tracy consult with clients to do this)
 - Kara shares ideas for the big reveal – gulf stream brewing names a beer, there is a run, also tied into the loop branding. Kara encourages hotels or restaurant to offer a package, cocktail etc.
 - New creative includes videos – social distancing in style and everyone under the sun, print ads and display banners. Both sales teams launched videos, site tour series and webinars.
 - New content written by Ivonne on the team and additional PR highlights. Sports virtual series was also discussed. The social media update included promoting major events, holiday coverage and upcoming drone photographer collaboration along with the future 101 series.
 - Website highlights introduces photo right issues, asset library, changing underground and revamping LGBTQ+ section.
 - Multicultural update includes the VP multicultural committee job posting, DEI training, etc.
 1. Meredith asks about the job posting timeline. (Stacy responds by explaining the county administrator will review the brochure and it should post in the new year.)
 - Boutique property support was introduced, growth plan content put together by Bill and other teams, LauderDeals extended through October with positive results. Safe + Clean update with 350+ businesses participating.

Meeting adjourned at 11:40am.