

MEETING MINUTES – May 28, 2020
GFLCVB Marketing Advisory Committee (MAC)
10:00-11:52am
WebEx Meeting
101 NE Third Street, Suite 100, Fort Lauderdale, FL 33301

MEMBERS PRESENT:

Carmen Ackerman, Pamela Adams, Susan Aichele-Sanders, Steve Belleme, Chris Bielski , Keith Blackburn, Joellyn Fellmeth, Arianne Glassman, Amanda Harris, Robert Keesler, Ellen Kennedy, Ina Lee, Meredith McCleary, Melissa Milroy, James Pancallo, Tim Petrillo, Elizabeth Rizzuto, Bobby Rodriguez, Michael Solomon, Carol Tracz.

MEMBERS ABSENT:

John Boutin, Kara Lundgren, Sandra Rios, Christina Schwartzman Sovern and Raelin Storey

INTRO:

Ina Lee called the meeting to order at 10:00 a.m. A quorum was established, roll call completed. Ina asked for a moment of silence for those lost since we last met. She also acknowledges the heroes who have gone above and beyond during this pandemic.

A MOTION was made by Robert Keesler to approve the minutes of the May 28, 2020 meeting. Pam Adams seconds the motion and the MINUTES PASSED UNANIMOUSLY.

Marketing Update: Kara Franker

- Kara shares her screen and begins presentation with numbers indicating searches for vacations are increasing nationally in May. She discusses the market numbers and asks if anyone has questions.
- Discusses the hospitality industry job loss in Broward County which was at a total of 52,700 (53.8%).
- We sent out a photographer to get new beach photography as the most interest in organic search on google includes the webcam and beaches.
- Social Media performance shows how well our organic quizzes did.
- Lift Volume
 1. Amaury Piedra with Pier 66, interesting to know what the presell is too? Can we get an estimate of what the passenger load will be June, July & August and where they are coming from?
(Kara, referred to Steve for an answer once he joined the call)
 2. Rita Wells mentions Azul is listed and doesn't Azul only fly to Brazil and are we not flying there now?
(Tracy confirms flights are not coming in from Brazil nationally and Stacy confirms US citizens and green card holders are exempt)
- Cruise Volume - Kara checks with Ellen that this is the most up to date information

(Ellen explains the 34 % drop-in multi-day passengers is year over year number, we are working on getting actual. The difference is we had 5 ships last summer and this year it was projected we have 3. We have more sailings in the first two quarters. Celebrity and Royal Caribbean will have a ship in August. Balearia is hoping to start July 1st since they are exempt from the CDC no sail order as a transport vessel)

- Events Update - Kara explains the dates for these are subject to change
 1. Tim Petrillo asks about the International Boat Show
(Stacy confirms it's still happening.)
- Recovery Plan – Kara shows images of the beaches and emphasizes the importance of promoting them while still including all 31 municipalities. At the same time, we do not want to be portrayed negatively on the beaches by the media. Perhaps capturing people social distancing and wearing mask is great b-roll to promote us being safe on our beaches.
 1. Tim Petrillo suggests using the park circles seen in other cities to try to implement on our beaches to manage the social distancing.
(Kara asks the team to make a note of it and figure out what that execution looks like)
 2. Pam Adams agrees is a great idea and believes we should suggest to the Chambers and cities. It also makes enforcing less intimidating.
 3. Ina believes it's a complicated issue and see where we can go with it. Also, how many al fresco dining establishments do we have? We need to incorporate that message because it makes us unique.
 4. Amanda Harris really likes this idea and anything we can get out there whether its social media focusing on safety precautions, saying “we are opening the beaches and restaurants but are doing it right”
(Kara makes notes for Aqua to investigate and create a list of contacts for us to make the suggestions and come up with a plan)
 5. Keith points out this was done in Brooklyn, NY as well.
(Kara agrees because it sets us up for success.)
 6. Ari wants to keep people moving and suggests a scavenger hunt. Follow people's journeys.
(Kara wants to talk more about that)
- Kara discusses the content for the 31 municipalities and their landing pages. The cities tell us what restaurants and things to do you want to see on their page. Contact Johana and I to make any changes or add to them.
- She continues with Safe + Clean and discusses the FRLA training option for us to collaborate to bring it online. (Ina asks that any input be sent to Kara directly.)
- We continue with discussing the drive market and introduce the latest creative for LauderDeals, the timeline which is now June-September and the easy sign up. Kara opens it up for discussion.
 1. Tim Petrillo thinks any restaurant would welcome any type of promotion. It's important that we get as many people on board as soon as possible.
 2. Amanda Harris, I love the concept and specifically love it because you are not putting any requirements on the deals. Just so I am clear, do we go to the website or do we email it to you, how does it work exactly and is this advertised mostly on the web?

(Kara, the team built a sign-up form that is set up to make it easier to check off the programs you want to participate in at once. We have an out of home, print and other media outlets. We will also have a co-op program as well.)

3. Ina suggests incorporating airline deals
4. Carmen discusses how a lot of the cultural attractions and museums may not be able to offer 2 for 1 but could create an offer something that may work for them.

(Kara asks the team to have a follow up conversation with Carmen to discuss things to do)

- Discussion continues on drive market, high value, volume and length of stay.
 1. Keith Blackburn asks about a campaign to make it more appealing.
(Kara, that is a great note about greater together, the focus is LauderDeals and that is the campaign. Also, be on the look out for a campaign with the Greater Fort Lauderdale Alliance.)
- Summer Media Preview & Co-op Program. Focusing a lot on digital and a breakdown of the money spent through the fiscal.
- Earned media through PR.
 1. Ina reminds us that Riverside and Lagomar are getting lots of attention on tv, the team needs to work with these partners.
(Kara states it's a big initiative for JoNell and Ivonne, we can share our talking points.)
Ina wants to send those to the MAC, GM counsel, cities etc.
- Meetings & Sporting Events leads into the partnership with PCMA and the journey mapping experience and planned sporting events for 2021.
- LGBT + keeping the celebrate you campaign because the messaging is beautiful
- Multicultural & Gov Affairs is still moving forward as they continue to book groups.
- Tourism & Travel Trade is working on a destination preview in June and will be filmed to be used as training.
- Measuring KPI's, additional resources and the invitation to the future in focus summit, June 4. Kara wants to get any feedback to present at the new summit by end of day the following day.
 1. Ina thanks the team for a very complete presentation and the work being done. She insists the concentration should be on reaching the drive market and getting the media out as soon as possible. The urgency is now.
(Kara we will add more slides on the drive market because we are on the same page)
- Taking a moment to ask how everyone is doing in their line of business
 1. Amanda shares that the Diplomat does not have a reopening date and she kick started A Muse Society.
 2. Tim had a great weekend locally and 7 restaurants in the gulf coast are up 110% over last year.
 3. Chris Bielski – Harbor Beach opening June 15
 4. Elizabeth should reopen in early June

5. Carmen states the attractions are struggling, Bonnet House, History Fort Lauderdale opening in June and the most challenge is for the Broward Center.
6. Jim confirms Lago Mar is open and asks about the fireworks, **Kara says LBTS canceled and Ina suggests Ft Lauderdale may not happen.**
7. Melissa states Galleria has been open a week, over 60% of tenants have reopened. Restaurants are doing take out.
8. Bob states they have been open the entire time. They had a successful Memorial Day weekend.
9. Mike is fortunate to be open the entire time
10. Susan kept her position and hosted essential travelers
11. Meredith adds that while travel is down, looking at all domestic travel and the webinars are helpful.
12. Keith believes the LGBT + market is ready for travel
13. Bobby Rodriguez states the event industry is hurting and will monitor as theme parks reopen.
14. Carol says the Riverside was open for essential travelers while they have low occupancy and had a successful Memorial Day weekend.
15. Ari discusses the restaurants reopening, take out and delivery also kick-starting live music.

A MOTION was made by Michael Solomon to approve the Recovery Plan as presented. Pam Adams seconds the motion and the MINUTES PASSED UNANIMOUSLY.

Meeting adjourned at 11:52am.