



MEETING MINUTES JUNE 1, 2022

GFLCVB Marketing Advisory Committee (MAC)

10:00am – 12:00pm

Government Center East, Room #430

Members Present:

Arienne Glassman, Bobby Rodriguez, Christine Soverns Schwartzman, David Muir, Elaine Fitzgerald, Ina Lee, James Pancallo, Jenni Morejon, Marie McKenzie, Matthew McNeil, Melissa Milroy, Meredith McCleary, Raelin Storey, Ron Drew, Tim Petrillo

Members Absent:

Chris Bielski, Joellyn Fellmeth, Kara Lundgren, Keith Blackburn, Michael Cook, Robert Kessler, Von Freeman

Intro:

Tim Petrillo called the meeting to order at 10:00 a.m. Once roll call was completed, a quorum was not established.

Overview:

- Tim Petrillo opened the meeting with an introduction of the Marketing Update, facilitated by Camila Clark, Senior VP, Marketing & Communications. Camila invited Tony Cordo, Executive Vice President for Visit Lauderdale to the podium to clarify the requirements of the Sunshine Law and its impact on the MAC. He noted that the Sunshine Law requires government agencies and bodies to allow the public to attend their meetings and have access to their records. And more relevantly, that in order to hold a Quorum that members must now (post-pandemic), be in attendance. A quorum may no longer be met with members participating electronically.
- Camila introduced Tammy Moye, Administrative Assistant for Marketing & Communications to the MAC and announced that Visit Lauderdale is currently recruiting for a Public Relations Manager.
- Next, Camila introduced Aqua representatives, Sarah Caro and Travis McClure, to provide status updates on the following (See attached presentation):
 - Public relations and social media efforts
 - Leisure and luxury campaign

- Lauderdeals
- Visit Lauderdale sponsored events—Grand Prix Fan Zone & Seaglass Rose Experience
- New tradeshow booth display—revealed at IPW in Orlando
- ‘We Are’ campaign
- Visit Lauderdale Guide and Maps—now available for partners & public
- Looking into 2023 Visit Lauderdale will have a new brand campaign, a Business Participation Program, and a Local Ambassador Series

Roundtable:

- Tim Petrillo of The Restaurant People had questions regarding Aqua’s presentation. Question 1 – When do you anticipate having the new brand campaign? The new campaign is approved and production is ready to go. We are waiting on the County Attorney. Question 2 – Are we using IG Reels and Tik Tok? We are using IG Reels; however, Broward County policy prohibits use of Tik Tok.
- Tim also expressed his interest and value for FAM trips. Noting they are important. In an effort to better understand the process, Tim asked if it is possible to do trade deals with businesses to get more FAM trips? Sara responded that Aqua has put together a promotional value/deliverable of what the businesses will get in a trade agreement.
- Ina Lee of Travel Host Magazine asked about how we are going to market Conventions and Meetings? It was noted that Visit Lauderdale and the Convention Center have a strategic plan in place to target the Meetings and Convention market.
- Ari Glassman commented that she has seen a lot of the press that Visit Lauderdale has garnered as a result our hosting influencers and journalists. She also requested that Visit Lauderdale provide a portal or eblast to the MAC with regular updates on campaigns, programs, and events.
- Carnival Cruise Lines reported that during the summer, their customers like to visit Alaska or other places they would not normally travel. Therefore, they re-position their ships to meet the demand. Events are still taking place, although they are being done with caution.

Overall Summary:

The market is trending behind as opposed to previous years. It could be gasoline prices, inflation, impending recession.

Meeting adjourned 11:21 a.m.