

MEETING MINUTES – July 28, 2020
GFLCVB Marketing Advisory Committee (MAC)
10:03-11:45am
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, Amanda Harris, Robert Keesler, Ellen Kennedy, Ina Lee, Meredith McCleary, Melissa Milroy, James Pancallo, Tim Petrillo, Elizabeth Rizzuto, Bobby Rodriguez, Michael Solomon, Christina Schwartzman Sovern, Raelin Storey, Carol Tracz.

MEMBERS ABSENT:

Pam Adams, John Boutin, Kara Lundgren, Sandra Rios

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 Christina Schwartzman-Sovern to approve the minutes of the May 28, 2020 meeting. Bobby Rodriguez seconds the motion and the MINUTES PASSED UNANIMOUSLY.

2021 Marketing Plan: Kara Franker

- Kara shares her screen and begins presentation with an introduction, evolving brand attributes, and key marketing and communication objectives.
- Discussion continues with target audiences – loyalists, diverse and multicultural travelers, multigenerational, travel advisors and meeting planners. Demographic and geographic focus.
- The economic recovery and the importance of flexibility. Implementing Safe + Clean procedures, key pillars of messaging – beaches, open space, LauderDeals, assurance of health and safety.
- Marketing & Communication goals include dynamic storytelling, expanded content creation, social media outreach, strategic public relations, and integrated advertising strategies.

Ina opens the floor for questions:

1. Susan asks if we think is wise incorporating BLM into the messaging for fear of being to political? **(Kara wants to discuss at a later date and thinks it's a great question)**
- Strategies and Tactics begins with paid media – building out a new marketing dashboard to analyze regularly. Optimizing digital messaging, increase demand, target DMA's and create lead generation. Keep paid social active, flight video in winter season, and leveraging assets. Refresh video assets and utilize messaging to showcase Greater Fort Lauderdale pre and post pandemic.

- Content development to evoke an emotional connection with the consumer, develop creative that keeps travelers engaged on sunny.org. Continue to work with local freelance contributors. Procure more high-quality visual content.
- Enhance Visit Lauderdale's role in Googles growing ecosystem, boost engagement, search optimization best practices and explore new e-newsletter marketing tools.
- Community outreach includes regular communication and collaborating with hospitality partners. Teach tourism stakeholders through an industry tool kit and reach small and multicultural businesses.
- Social Media and PR tools for tracking will include cision, meltwater and google analytics to measure traffic and social engagement generated by placements, influencer content and online stories.

Kara/Ina opens floor for questions:

1. Raelin asks about the dashboard and the different analytics we will track? (Kara specifies Cision for PR, Meltwater for Social and Google analytics is for sunny.org. To help us decide the effectiveness and ROI it is important to track stats monthly in real time, specifically our digital platforms.)
 2. Ari requests sharing of social & editorial calendar to provide the marketing team with content to complement our initiatives. (Kara explains that the calendars for all social platforms is extensive, she suggests turning on notifications, adds that the social sub-committee can put together training opportunities for partners)
 3. Ellen insists we need to gain the trust and confidence of our local community, that bringing visitors is not going to contribute to spread of the virus. (Kara thanks Ellen for her notes and agrees to communicate with residents that tourism businesses (airport/port) have protocols in place to make sure they are Safe+Clean)
 4. Ina reminds the average tourist age is 47. James Pancallo and Ina discussed before the call the visitors he sees are loyal to the destination. Ina adds this is not a 20-25-year-old market. She'd like to include shopping as a great thing to do in the presentation. (Kara agrees the categories includes loyalists as #1 target and agrees shopping should be included)
 5. Meredith McCleary asks what efforts will be made to ensure the diversity in the community is shown, that all are welcome and more visuals of black and brown visitors? (Kara discusses the Multicultural committee, a new partnership in the works, and confirms we will show the diversity in our ads and influencers. The goal is to reach out to small diverse businesses in the community as well)
 6. Bobby Rodriguez asks If he will receive the presentation. (Ina confirms the committee will receive it and a time frame for comments before the TDC)
 7. Carmen saw a lot of data for loyalists and returning travelers, have you thought of doing some sort of incentive or reward program for that specific market, possibly create a special mailing through the hotels and send that out as an incentive to return (Kara, thinks it's a great idea to explore something like Vacation Like a VIP geared towards loyalist.)
- Market Update includes travel trends, health and safety data, and affinity for beach destinations.
 - Creative overview includes a new direction with LauderDeals and how Greater Fort Lauderdale has evolved into Visit Lauderdale "Everyone Under the Sun."

Ina opens the floor to comments and questions:

1. Bobby wants to know the difference between social and digital. (Kara, social refers to paid ads on FB, IG, Twitter and LinkedIn. Every other media outlet where we promote ourselves through a paid campaign – Travel Channel, CondeNast, NYT etc.)
2. Carmen likes the tagline, but wishes we were further along with the creative. She suggests November and December to hit the ground running.
3. Meredith wanted to know about market outreach for LauderDeals. (Tracy discusses the leisure teams' efforts to reach out to travel advisors and launching a video series with live broadcasts.)
4. A question was asked of whether the name LauderDeals was the reason we could not get restaurants outside of Fort Lauderdale to join. (Kara asked for a list of favorite restaurants in other cities that we would call to join)
5. Melissa Milroy asked what is happening to the meeting planner guide and vacation planner. (Kara, vacation planner was built as a separate website not on sunny.org, we found problems with driving traffic to a website that is not our own. It doesn't mean we can't bring it back somehow.)
6. Ari suggested reaching out to the chambers not just the municipalities to have their businesses join LauderDeals.
7. Raelin states that we might want to own visitlauderdale.com because its heavily promoted on social and we can redirect that traffic to sunny.org. (Rita checks and it appears the redirect is already in place.)
8. Bob asked if we can share the marketing data? (Kara, the goal is to set up the Dashboard and send an email or during our meetings see how effective everything is.)

Kara gives till end of day the following day for comments, changes, suggestions to the plan from the members.

A MOTION was made by Bob Keesler to approve the Marketing Plan as presented. Tim Petrillo seconds the motion and it PASSED UNANIMOUSLY.

Meeting adjourned at 11:45am.