



MEETING MINUTES August 16, 2022

GFLCVB Marketing Advisory Committee (MAC)

10:00am – 12:00pm

Government Center East, Room #430

Members Present:

Arienne Glassman, Bobby Rodriguez, David Muir, Elaine Fitzgerald, Ina Lee, James Pancallo, Joellyn Fellmeth, Marie McKenzie, Matthew McNeil, Melissa Milroy, Meredith McCleary, Tim Petrillo

Members Absent:

Chris Bielski, Christine Soverns, Jenni Morejon, Kara Lundgren, Keith Blackburn, Michael Cook, Raelin Storey, Robert Kessler, Ron Drew, Thomas Parke, 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:

- Due to low attendance Tim Petrillo noted that we cannot approve the minutes, nor did we have enough attendees for a quorum, and therefore cannot approve the FY Marketing Plan 2023. This plan needs to be approved by the Marketing Advisory Committee prior to it being presented to the TDC. He then turned the meeting over to Camila Clark to start the meeting presentation.
- Ina Lee questioned whether we could present to the TDC without approval from the Marketing Advisory Committee. Tim suggested that we go straight the Marketing Presentation so that we have time for questions.
- Camila then proceeded with the presentation and noted that she would be presenting again at the TDC. The presentation was very well received by the Committee.
- Ina Lee commented that the plan is very well rounded and we are positioned for the future. We thus far have done a great job building the brand. If we had a Quorum she would have made a motion. She is very happy that Visit Lauderdale has linked up with Visit Florida, so we can leverage to get what we want out of this relationship.

- Arianne Glassman asked how the Committee can help VL with the Ambassador Program and the Lauderdale Loyalist Program. We are working on a plan for the Ambassador Program and are looking to build video content. We will be working with Aqua to roll this program out. The Lauderdale Loyalist is a Travel Agent Training Program. Fran Vaccaro commented that we have had over 600 gone on to start the process.
- Marie McKenzie asked how Cruise Lines can help facilitate aspects of this plan, and that she will be planning meetings with the right people within her Company to make that they are part of the journey.
- David Muir voiced concern about focusing on the LGBT+ with Visit Florida, as the State of Florida is not necessarily LGBT+ friendly, but Fort Lauderdale is. He feels there needs to be separation between the two.
- Another concern is that we want to be extremely cautious to not exclude the other municipalities in our County.
- Ina Lee suggested that we have someone from both the Airport and Seaport join us on these meetings, but not as an official voting member.
- Tim advised that without the Quorum, he will take this to the TDC and advise that it was all positive feedback and nothing negative.

Roundtable:

- David Muir spoke of the effects of arrival into Fort Lauderdale International Airport. Tim commented on arrivals as well, and was concerned about the message on Human Trafficking, and how it is absorbed by our visitors upon arrival.
- Marie informed the Committee that the Cruise Industry had to follow CDC Guidelines but as of today the CDC has completely lifted the Sail Order.
- Matthew McNeil comments that the live music industry is booming. Even though 2022 started out weak, they are going to finish out the year strong, with attendance off the charts.
- Jim Pancallo spoke of the slow summer in hospitality. However, it seems that the locals are keeping the weekends busy.
- Meredith McCleary talked of accessibility and said it does not just refer to people with disabilities, it should also refer to people of age. Meredith also spoke of our multi-cultural events that should be promoted at the Airport with music, etc.
- Ina brought up the fact that some MAC Members are not responding to the invites, and not showing up. There was a framework for attendance, and she would like to re-address this again. The seats are valuable. Ina would like to see the meetings booked a year in advance.

Overall Summary:

The Fiscal Year Marketing Plan 2023 was positively received and the Marketing Advisory Committee agreed that even though we couldn't have a Quorum, they would like to push on with the program. We need to look at Airport arrivals, and possibly add someone from the Airport and Seaport to the Committee. Attendance for the Committee will be reviewed and implemented.

Meeting adjourned 11:25 a.m.