



MEETING MINUTES September 27, 2022

GFLCVB Marketing Advisory Committee (MAC)

10:00am – 12:00pm

Government Center East, Room #430

Members Present:

Arienne Glassman, Bobby Rodriguez, Chris Bielski, David Muir, Elaine Fitzgerald, Ina Lee, Jenni Morejon, Keith Blackburn, Marie McKenzie, Matthew McNeil, Raelin Storey, Robert Kessler, Tim Petrillo, Von Freeman, Kara Lundgren, Ron Drew

Members Absent:

Christine Soverns, James Pancallo, Melissa Milroy, Meredith McCleary, Michael Cook, Thomas Parke, JoEllen Fellmeth,

Intro:

Tim Petrillo called the meeting to order at 10:00 a.m. Once roll call was completed, it was determined that we had a Quorum and were able to vote on the 2023 Marketing Plan.

Overview:

Tim Petrillo did a brief introduction to the Committee. It was noted that the full Marketing Plan was presented at the August 16 MAC meeting.

Camila Clark provided an overview of the FY23 Marketing Plan then opened the floor for questions. There were none. A motion was made to approve. Ina Lee approved, and it was seconded. The Committee unanimously agreed to recommend that the plan move forward for approval by the TDC.

Camila shared that the unveiling of the new Visit Lauderdale brand campaign will be presented during a luncheon on October 13, at the Convention Center. MAC members were encouraged to attend with their staff.

Stacy Ritter provided a moving account of her experience during the 6-day film shoot of the consumer campaign across Broward County which featured the Everglades, Pompano and Fort Lauderdale beaches, Margaritaville, Sawgrass Mills, Butterfly World, Rooftop @1LO. She expressed great pride in the campaign and that she believed it genuinely captures the essence of our community.

Ina Lee reiterated that to secure a quorum, MAC members must attend in person. The exception to vote remotely for this meeting was due to that fact that the County was under a State of Emergency because of the onset of Hurricane Ian.

A motion was made to adjourn.

Meeting Adjourned 10:21am