



MEETING MINUTES – November 17, 2021
GFLCVB Marketing Advisory Committee (MAC)
10:00am - 11:31am
Government Center East, Room #430

MEMBERS PRESENT:

Chris Bielski, Keith Blackburn, Michael Cook, Ron Drew, Elaine Fitzgerald, Von Freeman, Arianne Glassman, Robert Keesler, Ina Lee, Kara Lundgren, Meredith McCleary, Marie McKenzie, Melissa Milroy, Jenni Morejon, David Muir, James Pancallo, Thomas Parke, Tim Petrillo, Raelin Storey, Christina Schwartzman Sovern.

MEMBERS ABSENT:

Susan Aichele-Sanders, Joellyn Fellmeth, David Muir

INTRO:

Tim Petrillo called the meeting to order at 10:00 a.m. A quorum was established, roll call completed.

A MOTION was made by Ina Lee to approve the minutes of the August 10, 2021 meeting. Thomas Parke seconds the motion and the minutes passed unanimously.

OVERVIEW:

- Camila Clark, Senior VP of Marketing & Communications, begins sharing some of the new the internal marketing team plans moving forward and then shares some of the projects marketing and communications focused on within her first 100 days with the agency.
- The Boat Show was a huge star of the show with the latest NBC sports piece shared with the committee.
- Metrics were presented for the boat show weekend including hotel revenues, occupancy, ADR, RevPar, supply and demand compared to 2019.
- In the upcoming year the team intends to introduce a new partnership program that will allow seasonal leisure and meetings packages managed through an online portal.
- The goal here is increase partner engagement and generate funds for additional marketing efforts.
- Camila gave an inside look at the 10 Explore magazines featuring all 31 municipalities and discussed the distribution plan.
- She gave an update on the luxury campaign which targeted high end and aspirational travelers; it generated 20.3 million impressions and 60k clicks in NY, Miami, Boston, Houston, Chicago, LA to name a few.
- The current campaign in development will break through the communication environment with bold story telling. The heart will be new television, print and online advertising.
- In addition, we are positioning Greater Fort Lauderdale as the destination for F1 teams and fans as they plan to attend Formula 1 next spring.
- A look ahead to the upcoming events that we are supporting and those that will help tell our story.
- She finalizes with metrics in comparison with 2019 and these include ADR which is down only .64 cents, hotel revenue is up 1% and supply which is up 10%. We welcomed 9 new properties this year.
- MAC members give their business update.

Meeting adjourned at 11:31am.