



MEETING MINUTES January 18, 2023

GFLCVB Marketing Advisory Committee (MAC)

10:00am – 12:00pm

Visit Lauderdale Offices, 101 NE 3rd Avenue, Fort Lauderdale, FL

Members Present:

Arianne Glassman, Chris Bielski, Christine Soverns, Elaine Fitzgerald, Ina Lee, James Pancallo, Jenni Morejon, Joellyn Fellmeth, Kara Lundgren, Keith Blackburn, Matthew McNeil, Melissa Milroy, Meredith McCleary, Michael Cook, Raelin Storey, Robert Kessler, Ron Drew, Thomas Parke, Tim Petrillo, Von Freeman

Members Absent:

Bobby Rodriguez, David Muir, Marie McKenzie

Intro:

Tim Petrillo called the meeting to order at 10:00 a.m. Once roll call was completed, the meeting began.

Overview:

Candace Hartsell presented Hotel Metrics, Hotel Forecast vs. Performance, TDT Revenue Collections and FLL Passenger Volume.

Camila Clark then introduced Jonathan T. Daniels, Chief Executive and Port Director, who presented an update on Port Everglades.

Most of the larger ships are going out in excess of 100%. Premiere Brand ships are sailing at 90%. Foreigners travelling plus the LGBTQ Community are helping push these numbers up.

Port Everglades has attracted Disney Cruises to sail from our Port. Terminal Four is now under construction and will be the Terminal that Disney sails from. The Terminal will become "Disneyized". They will have a 65' lighthouse in the terminal, all glass, and at night will be illuminated. The Disney Dream will first set sail in November of 2023.

The problem that is now being experienced is congestion. Both of the tourism side and what's going on in the North Port area, the Convention Center construction and Terminal 4. The Port is working with the

City of Fort Lauderdale to come up with a plan to begin to alleviate the problem. They are looking at long-term solutions including the addition of parking garages in the North Port Area.

Balearia Ferry is expanding. They are necessary transportation linking South Florida to the Bahamas. Their expansion will include adding ferries and car transporters. They are considering creating Balearia Caribbean headquarters in Broward County, operating out of Port Everglades.

Port Everglades re-branding will be released on January 24th, and is consistent with the Visit Lauderdale branding.

Camila Clark took the floor and presented our Marketing Campaign and some insight as to where we're going moving forward.

- We are continuing with our Lauderdeals program – or Restaurant Month, and have not yet decided how the program will run at this point. It will be discussed in the upcoming months.
- We are using our Social Media platforms to show that we are attending conventions, and that we're on the road again and also use social media to promote our welcoming message. We are using our InstaGram account to tell our story.
- Sporting Events are also being promoted through Social Media and paid advertising.
- The Convention Center re-opened last year and it's booming.
- We have a new trade show display, which is an elegant way to show our destination and who we are through imagery and video.
- Tracy and her team did a great job rolling out the Lauderdale Loyalist Program, and get the travel trade involved.

A "behind the scenes" Video of the campaign launch was shown. We are targeting the campaign roll out to New York, Chicago, Philadelphia, Boston, Baltimore, Atlanta, Milwaukee and Minneapolis. We aired on Good Morning America this morning. In addition, we had a billboard that ran during the Macy's Day Parade. We took over the Brightline stations in Miami and West Palm Beach.

Ale Trail and Business Participation Program was rolled out this month. A webinar will take place tomorrow.

The Laudable program has also launched and will end-result with a luncheon at the Convention Center in May.

INDUSTRY UPDATE:

Tim Petrillo noted that there has been a movement to move the St. Patrick's Day parade from downtown to the beach. Ari Glassman added that they have the Clydesdales and with the construction downtown it may be an idea to take the parade to the beach.

Ina Lee reported that the ribbon cutting for the Aquatic Center is coming up. In addition, Ina stated that the Food & Wine Festival was over the top, and then we have the upcoming Sea Glass event. With all of the culinary events taking place, there should be an overall branding to promote Fort Lauderdale and all of the culinary options we offer.

Hotels reported on Sea Glass and how four hotels work together to make this an elevated event, limiting the number of tickets to be hold. This was not meant to be a drinking event, but to be an elegant event.

30 vintners participated.

Ina added that food and beverage will be served on the beach, in front of the hotels only. This is one-year trial period.

It was reported that there are concerns about the airport. International flights are holding people on planes due to the backlog of immigration and customs. Stacy reported that it's always going to be that way as they build the Customs area too small.

Margaritaville reported that booking seem to be taking place 7 days prior to arrival. No need to lower rates if you're not meeting your forecasting, as the trend is last minute reservations.

Von Freeman reported on Stars and Strings, which raised money for the Wounded Warrior project. Audacy Beach Festival saw over 30,000 people at the event. The event generated over 45,000,000 impressions for Visit Lauderdale.

Ari Glassman stated that the Music Series has been going eight years. They are looking to expand the music series to quarterly, as the Frank Sinatra concert was very successful. Parks & Rec are starting to see people attend these events from out of town. For the next event they are looking at doing an Elvis show. Pixar Putt coming up at Oceanside Park.

Joellyn Fellmeth reported for Sawgrass Mills – Great Holiday Season. All lot of visitors from South America, Germany and France. Have not seen the UK increase in numbers.

Elaine Fitzgerald reported on behalf of small lodging. On her blog she had just reported that she featured the "foodies", and all of the food based festivals.

James Pancallo reported on Lago Mar, and how they are seeing a room booking increase due to the cruise industry.

Ina Lee asked for the Marketing Advisory Committee Meetings for the remainder of the year.

Meeting adjourned at 12:03pm

Meeting Adjourned 10:21am

