



MEETING MINUTES – March 2, 2022
GFLCVB Marketing Advisory Committee (MAC)
10:00am - 11:31am
Government Center East, Room #430

MEMBERS PRESENT:

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

MEMBERS ABSENT:

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 November 17, 2021 meeting. Thomas Parke seconds the motion and the minutes passed unanimously.

OVERVIEW:

- Camila Clark, Senior VP of Marketing & Communications, begins sharing team member promotions before introducing the Executive team members who will present for their section.
- Tony Cordo provided an update on the Convention Center and the near completion of the West Project, and an update that we are on par for completion in mid-2025.
- Candace Hartsell presented information on hotel/cruise occupancy. Fort Lauderdale/Broward County occupancy came in second in the state. Cruise Passenger Volume is up from 2021.
- Michael Pouey presented on Group Sales and getting the message out on the newly expanded Convention Center. Strengthen Alliances with 3rd Party Planners. We are focused on Medical, Financial, Insurance and Technology. Attended 60 in-person events to get the message out.
- Tracy Vaughan presented on Travel & Adventure Show. Global is again reaching out to Brasil and the U.S. Travel Show in Orlando. The representatives for Germany, Switzerland and Austria are also back keeping us informed of new activity. Cruise Travel is welcoming back previous Lines, and new as well.
- Richard Gray presented on the expansion to accessibility travel for people with disabilities. A discussion then ensued regarding small properties and how they can comply.
- Mike Sophia presented on Sports and Entertainment and the great events that we have in Broward County. We are focused on youth and senior events. Focused on the Convention Center as well. Visit Lauderdale had also reached out to all of the teams to create a Fan Experience for Formula One.
- Neki Mohan presented on Multicultural & Community Engagement. Neki also presented on the Caribbean Influence, with the Afro Carib, Caribbean Food & Rum Festival and South Florida Smooth Jazz Festival.
- Camila Clark presented on the re-vamp of the website. We will be adding Accessible Tourism to the landing page to the new site. Visit Lauderdale is also planning a marketing campaign to cold-weather markets. Camila also addressed our upcoming campaigns which include a Partner Webinar with full details of the accessibility page, LauderDeals program and details and monthly events list to share with your concierge.

Meeting adjourned at 11:31am.