



**MEETING MINUTES – April 28, 2021**  
**GFLCVB Marketing Advisory Committee (MAC)**  
**10:00am - 11:56am**  
**Government Center East, Room #430**

**MEMBERS PRESENT:**

Susan Aichele-Sanders, Chris Bielski, Amanda Cifu, Michael Cook, Ron Drew, Joellyn Fellmeth, Elaine Fitzgerald, Von Freeman, Arianne Glassman, Robert Keesler, Ina Lee, Ellen Kennedy, Kara Lundgren, Marie McKenzie, Melissa Milroy, Jenni Morejon, David Muir, James Pancallo, Thomas Parke, Tim Petrillo, Bobby Rodriguez, Christina Schwartzman Sovern, Raelin Storey.

**MEMBERS ABSENT:**

Keith Blackburn, Meredith McCleary

**INTRO:**

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

**OVERVIEW:**

- Stacy Ritter, CEO, calls for new MAC members to introduce themselves.
- Tim Petrillo kicks the meeting off with naming a Vice Chair.

***A MOTION was made by Bob Keesler to name Ina Lee as Vice Chair. James Pancallo seconds the motion and she is named Vice Chair.***

- Ina Lee shares the official ordinance details.
- Stacy proceeds with a Marketing & Communications update and discussion ensued.
- Stacy presents the new creative campaign including the “What Makes This Beach Different” video. Banner ads and new logo in digital pieces. LauderDeals new sign up fees was discussed, along with campaign concept.
- Stacy discussed the new brand roll-out, mural, “everyone under the sun” beer, branded flags and national and local media support.
- Ina explained the history and research behind and public support of “Visit Lauderdale” and celebrates the marketing team for the work put into the new brand.
- Stacy discusses the budget, convention center construction and members carry the conversation into individual budget concerns.
- MAC members give their business update.

Meeting adjourned at 11:56am.