



MEETING MINUTES – August 10, 2021
GFLCVB Marketing Advisory Committee (MAC)
10:00am - 11:58am
Government Center East, Room #430

MEMBERS PRESENT:

Susan Aichele-Sanders, Chris Bielski, Keith Blackburn, Amanda Cifu, Michael Cook, Ron Drew, Joellyn Fellmeth, 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, Christina Schwartzman Sovern.

MEMBERS ABSENT:

Bobby Rodriguez, Matt McNeil, Raelin Storey

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 April 28, 2021 meeting. Thomas Parke seconds the motion and the minutes passed unanimously.

OVERVIEW:

- Stacy Ritter, presents the 2022 Marketing Plan and the following points were discussed.
- The latest metrics, record breaking TDT collections, cruise and airline updates were presented.
- To bring visitors in this post pandemic demand for travel we'll use research and metrics, strategizing an improved paid media plan, and launching innovative campaigns through all channels.
- The website will be restructured and expected to launch April of 2022. Stacy asks the committee to share any ideas that will showcase a more dynamic website with more visuals.
- An overarching strategy to increase awareness and visitation details the year round demographics targeted, the reach both year round and seasonal, and amplifying the new brand through every channel.
- The use of influencers, bloggers, campaign partnerships, activations and the use of compelling story telling will allow us to continue to highlight the 31 municipalities.
- We also opted to phase sunny.org out and introducing visitlauderdale.com
- Strategies to optimize our visibility for leisure, lgbt+, multicultural, group sales, and sports & entertainment were detailed.
- Island Syndicate has a project in the works to showcase the 31 municipalities and the 2-year partnership with Bermuda was also discussed.
- After finalizing the presentation a discussion ensues to include positive feedback of the marketing plan and new luxury campaign.
- MAC members give their business update.

A MOTION was made to approve the marketing plan by Tim Petrillo without objection. The motion passed unanimously.

Meeting adjourned at 11:58am.