



MEETING MINUTES

March 18, 2026

GFLCVB Marketing Advisory Committee

10:00 am – 12:00pm

1700 SE 17TH Street, Fort Lauderdale, FL 33316

Member's Present: Katherine Beja-McLennan, Jenna Borreggine, Chris Bielski, Michael Cook, Ron Drew, Joellyn Fellmeth, Von Freeman, Robert Keesler, Matthew McNeil, Jenni Morejon, David Muir, James Pancallo, Tim Petrillo, Bobby Rodriguez

Members Absent: Sheryl Dickey, Ina Lee, Melissa Milroy, Raelin Storey

Members Remote: Arianne Glassman, Christine Soverns

Call to Order: Mr. Tim Petrillo called the meeting to order at 10:00 a.m. Roll call was conducted by Ms. Tammy Moye, and a quorum was confirmed by Mr. Tim Petrillo. The minutes from August 6, 2025 were approved.

Data & Research: Dr. Ted Botimer presented TDT Revenue, FLL Airport Volume and Port Everglades Volume. He revised the market forecast. The harsh weather in the Northeast and Midwest fueled Q1 visitation.

Marketing Update: Ms. Attiyya Atkins and Ms. Siobhan Dearth presented the Summer Strategy. We released the brand campaign on New Year's Eve. To date we amassed 38,000,000 impressions through video, digital and out-of-home. For the Summer our goal is to create Brand Distinction, Increase Demand and Gain Market Share. To accomplish this, we must use Striking visuals, meaningful storytelling and video first. We will deliver our messages on Westfield, CNN, Hulu, SiriusXM, DirecTV, Meta, HBOmax and YouTube. We will also promote the destinations with Big, Splash moments. Example: We lit up Times Square with the Never Lose You're Splash campaign. In May we will be on the screen in the Westfield Oculus, followed by our Pantone Partnership May through July. We will also do print in upscale publications. Mr. Tim Petrillo suggested that we consider advertising on the new show RJ Decker, which is filmed in Fort Lauderdale. IPW is coming

in May, with over 6,000 participants. Mr. Petrillo suggested that everyone at the table should be participating in IPW, and some are meeting bi-weekly to discuss how everyone can do their part.

Open Forum: Ms. Candace Hartsell gave an update on IPW. There is a need for volunteers for airports, hotels and opening night. Ms. Neki Mohan stated that we have 322 volunteers, but we're looking to reach 600.

Mr. Petrillo stated that the Marketing Advisory Committee is down four people. The TDC will select the new members.

Ms. Katherine Beja-McLennan reported that Q1 was phenomenal and Q2 seems to be shaping up.

Mr. Chris Bielski reported that Harbor Beach Marriott is in the same position. The biggest challenge is June and July. It is predicted that Q2 business will be last-minute bookings. It was discussed how FIFA will impact Q2.

Mr. Michael Cook reported that it is a 30-60 day booking time. Visit Lauderdale needs to re-train everyone on the Portal, so our partners can update their information.

Mr. Ron Drew discussed the fact that the aviation industry is growing. The Alliance just announced that a pharmaceutical company is coming from India, with a \$250,000,000 investment.

Ms. Joellyn Fellmeth commented that Sawgrass Mills is doing great. Sawgrass Mills will advertise during FIFA.

Mr. Von Freeman reported that Audacy is working on soccer-related promotions. America's 250, or Stars and Strings coming back in November.

Mr. Bobby Rodriguez reported that the Renaissance Festival is growing every year. Also reaching out to out of towners.

Mr. Robert Keesler reported that March was down. Everyone was cutting rates. But the TSA lines were so long that it could have the effect in a downturn in revenue.

Mr. Matthew McNeil reported that the Broward Center is having a good year. New York and New Jersey for the audience, and they are the largest out of state markets.

Ms. Jenni Morejon reported that Huizenga Park has re-opened after a \$15,000,000 renovation. They had over 30,000 guests in the first 45 days. Sweetwater's Restaurant will be opening in the park in September. They are also focused on attracting new residents and companies.

Mr. David Muir spoke of the Island Space Caribbean Museum. They have seen tremendous uptick in visitors. The City of Plantation is also directing people to the Museum.

Mr. Jim Pancallo reported Q1 was good for January and February, but March had not been good. Q2 is looking good. They are behind on Tortuga reservations.

Meeting adjourned at 11:11 a.m.

