

**TOURIST DEVELOPMENT COUNCIL (TDC)
Broward County Convention Center
1950 Eisenhower Boulevard, Room
Fort Lauderdale, FL 33316**

**TDC Meeting Minutes – November 7, 2019
10am**

Members Present:

Mark D. Bogen Mayor, Mayor Dean Trantalis, Mayor Josh Levy, Mayor Kenneth Thurston, Camasha Cevieux, Cate Farmer, Ramola Motwani, Casey Koslowski & Tim Petrillo. A quorum was established.

Members Absent:

Dan Adkins & Heidi Dennis.

1. Mark D. Bogen, Mayor (Chair) called the meeting to order at 10am.
2. **PLEDGE OF ALLEGIANCE & ROLL CALL QUORUM PRESENT**
3. **APPROVAL OF MINUTES**

A MOTION was made by Mayor Dean Trantalis for the approval of the April 25, 2019 minutes as revised and the motion was seconded by Cate Farmer.
MOTION PASSED UNANIMOUSLY

A MOTION was made by Mayor Dean Trantalis to approve the August 21, 2019 minutes as amended that line 7b should read **a motion to recommend and not to approve**, then a second was made to this motion by Tim Petrillo. **MOTION PASSED UNANIMOUSLY**

4. **TOURIST DEVELOPMENT TAX REPORT – RANDALL LUECHAUER**

The GFLCVB portion of the August 2019 reporting period revenue collected by our customers through September 30, 2019 totaled \$3,432,476.50, a decrease of 5.1% (\$182,905.23) when compared to the same month last year.

The GFLCVB portion of FY 2019 revenue collected through September 30, 2019 totaled \$55,477,237.30, an increase of 7.9% (\$4,056,846.51) when compared to the same period last year.

The top ten hotel August 2019 revenues decreased an average of 8.1% when compared to the same period last year and represented 19.7% of the total revenues collected during the month.

Eighteen new accounts (19 units) were added in August 2019. To date in FY 2019, a total of 413 new accounts (1,273 units) were added.

The collection expense for August 2019 was \$37,852.05. The GFLCVB's portion was \$25,234.71 which represents 0.7% of the GFLCVB's monthly reporting period revenues. To date in FY 2019, GFLCVB expenses total \$259,925.70 which represents 0.5% of the GFLCVB reporting period revenues collected through September 30, 2019.

5. Draft Marketing Plan Presentation – Kara Franker

The draft marketing plan presentation was distributed to the council and presented by Kara Franker and discussion ensued, the draft marketing plan had previously been presented to the Marketing Advisory Committee (MAC) with their recommendation to present the plan to the TDC Members for their approval. **A MOTION TO RECOMMEND APPROVAL OF THE MARKETING PLAN** was made by Cate Farmer and seconded by Mayor Kenneth Thurston. **THE MOTION PASSED UNANIMOUSLY.**

6. President's Report – Stacy Ritter

The GFLCVB will be hiring a New Ad Agency called AQUA, they are going into negotiations with them towards a contract for the County's approval, Starmark is leaving the GFLCVB in 2020 and the GFLCVB will do in-house PR moving forward.

The GFLCVB has hired Jonell Modys to join the Marketing Team and she is starting in December 2019. Should be looking for a new PR person by March 2020, then the Marketing Team will be fully complete.

The GFLCVB will be hiring a Customer Relations Specialist in the Destination Services Department and the GFLCVB will be hiring a new Administrative Coordinator for the Administrative Department and she will start in December 2019. We are going thru the process of interviews for the Sports Team VP vacancy and we have eight (8) good candidates, we are hoping to start the candidate sometime in January 2020. The GFLCVB has worked really hard to fill all open positions this past year and we are almost to capacity.

7. Request for Funding

(f) TASTE OF THE NFL – Max Kittel

A presentation by Max was given to the Tourist Development Council (TDC) for funding the Taste of the NFL, discussion ensued.

Mark Bogen asked if they were aware Broward County committed already to \$1 million dollars towards this event. The agreement between the Super Bowl Host Committee and Broward County for deliverables to ensure the Taste of the NFL is in Fort Lauderdale.

Discussion ensued. **A MOTION WAS MADE TO RECOMMEND THE DENIAL OF THE REQUEST FOR FUNDING THE TASTE OF THE NFL** was made by Mayor Josh Levy and seconded by Tim Petrillo.
A MOTION FOR THE DENIAL OF FUNDING PASSED UNANIMOUSLY.

Stacy mentioned that for any unbudgeted expenditure requests the GFLCVB only has \$300,000 left to utilize. Stacy said a list of parameters would be addressed in the next TDC meeting.

Tim Petrillo said that the council needs have more funding for events and to make the events matter.

Nathaniel Klitsberg mentioned that there would be a change to the Administrative Code at the December 3rd Commission Meeting and is on the Public Hearing. There will be a new category of sponsorship and the council will evaluate and make recommendations.

Mayor Josh Levy wanted to introduce Tim Petrillo to the Tourist Development Council (TDC) as a new member. The Mayor also mentioned that the council needs to support seed money into events & venues that are smaller, so they can in turn grow larger in the future and bring more to this destination.

Stacy stated that with every funding request we are incubators in order for the events to eventually fund themselves and we want events to become larger to bring business to the destination.

(a) Air & Sea Show – Dev Motwani (for Bryan Lilley was out of town)

Dev presented the request for \$100,000 in funding for the Air & Sea Show.

Mayor Levy said the Air & Sea Show brings the crowds to Fort Lauderdale and is very successful every year. Dev stated that the City of Fort Lauderdale already has committed to sponsor the show for \$200,000. Discussion ensued.

A MOTION TO RECOMMEND the \$100,000 funding for the Air & Sea Show was made by Mayor Dean Trantalis and seconded by Mayor Kenneth Thurston. Discussion ensued. **(no vote on this Motion-motion failed)**

AN AMENDED MOTION WAS MADE TO RECOMMEND THAT in order to fund the \$100,000 the TDC would require this event to tag whatever message the GFLCVB wanted for this event was made by Mayor Josh Levy and seconded by Mayor Kenneth Thurston. **MOTION PASSED 7 to 1 (with Camasha Cevieux opposed) (Ramola Motwani recused herself from this vote her son gave presentation to the council so she did not vote & her CE Form 8B is attached).**

(b) Seaglass a Fort Lauderdale Rose' Experience – Carlos Suarez

Carlos presented the experience and their request for the \$50,000 in funding, the event would take place in February 2020. Discussion ensued.

A MOTION TO RECOMMEND DENIAL OF THE REQUEST FOR FUNDING OF SEAGLASS was made by Mayor Josh Levy and seconded by Mayor Kenneth Thurston. **MOTION PASSED 8 TO 1 (Mayor Dean Trantalis opposed the motion).**

(c) Hollywood Arts Park Experience Concert Series – James Quinlan

James presented to the council their request for funding of \$60,000, the concert series is in the City of Hollywood for this experience in Young Circle. Discussion ensued.

A MOTION was made by Mayor Dean Trantalis **TO RECOMMEND APPROVAL OF THE HOLLYWOOD ARTS PARK EXPERIENCE CONCERT SERIES FOR FUNDING THE \$60,000. MOTION PASSED 8 TO 1 (Tim Petrillo opposed the motion).**

(d) Greater Fort Lauderdale Food & Wine Festival – Phillip Marro. Jr.

At this time Mark Bogen, Mayor & Chair left the meeting for another appointment. Tim Petrillo as Vice-Chair took the meeting as Chair at this time.

A presentation for funding of the Greater Fort Lauderdale Food & Wine Festival in March 2020 for \$75,000 was given by Philip to the council. Discussion ensued.

A MOTION TO RECOMMEND APPROVAL OF THE \$75,000 FOR FUNDING THE GREATER FORT LAUDERDALE FOOD & WINE FESTIVAL was done by Mayor Josh Levy and seconded by Mayor Kenneth Thurston. **MOTION PASSED UNANIMOUSLY.**

(e) 3rd Annual Inclusion Party (Hate is Wrong) – Esera Tuoala & Craig Jungwirth

Esera presented to the council the request for \$160,000 for funding the 3rd Annual Inclusion Party (Hate is Wrong) in Fort Lauderdale. Discussion ensued.

A MOTION TO RECOMMEND DENIAL OF FUNDING THE 3RD ANNUAL INCLUSION PARTY (HATE IS WRONG) was made by Mayor Josh Levy and seconded by Cate Farmer. MOTION FOR DENIAL PASSED UNANIMOUSLY

8. Discussion of New Business

None.

9. Discussion of Old Business

None.

A MOTION TO ACCEPT THE 2020 TDC MEETINGS DATES was made by Mayor Josh Levy and seconded by Mayor Kenneth Thurston. MOTION PASSED UNANIMOUSLY.

A MOTION TO ADJOURN THE TDC MEETING was made by Mayor Josh Levy and seconded by Mayor Kenneth Thurston and the TDC meeting was adjourned at 12:30pm

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME MOTWANI RAMOLA	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE TDC (TOURIST DEVELOPMENT COUNCIL)
MAILING ADDRESS 2455 E. Sunrise Blvd Ste 1112	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY Fort Lauderdale FL 33304	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED 11-7-2019	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Ramola Motwani, hereby disclose that on 11-7, 20 19:

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

Conflict of interest

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

11-12-19

Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.