

DRAFT

MEETING MINUTES – January 28, 2020 GFLCVB Marketing Advisory Committee (MAC)

9:30-11am

Riverside Hotel

101 NE Third Street, Suite 100, Fort Lauderdale, FL 33301

MEMBERS PRESENT:

Carmen Ackerman, Pamela Adams, Chris Bielski, Keith Blackburn, Joellyn Fellmeth, Ina Lee, Meredith McCleary, Robert Keesler, Ellen Kennedy, Melissa Milroy, James Pancallo, Elizabeth Rizzuto, Raelin Storey, John Boutin, Bobby Rodriguez, Carol Tracz.

MEMBERS ABSENT:

Susan Aichele-Sanders, Steve Belleme, Arianne Glassman, Amanda Harris, Kara Lundgren, Tim Petrillo, Sandra Rios, Michael Solomon and Christina Schwartzman Sovern

INTRO:

Ina Lee called the meeting to order at 9:30 a.m. A quorum was established, roll call completed. Introductions were given around the table and Ina requested names needed to be stated before any comments for documenting purposes.

A growth plan was placed at each station for all guests.

A MOTION was made by John Boutin to approve the minutes of the October 29, 2019 meeting. Pam Adams seconded the motion and the MINUTES PASSED UNANIMOUSLY.

Marketing Update: Kara Franker

- Kara introduced JoNell Modys as a new member of the Marketing & Communications Team and reiterated the growth of the internal PR team and upcoming parting of ways with FINN partners.
- Kara now introduces what the team has been working on and kicks it off with the Matador video. The piece is not final and has not been published and it concentrates on the north end of the county. A long version and short version for social along with an article telling the story of each municipality.
 1. Ina Lee opens the floor for comments.
 2. Meredith McCleary: "I think it's good, but what efforts are made to show more diversity especially in those areas?" (Kara wants to make a bigger effort moving forward)
 3. John Boutin: "I think it's great, but its targeted for the millennials, how quickly everything moves" (Kara, this project was specifically designed for that audience, we also don't want to leave out the "boomrennial", we want to develop content for them too.)
 4. Pam Adams: Tell us about Matador. (Kara, I can send an email with those specific stats.)
 5. Carmen Ackerman: "I love it! What I love about it is the people look very authentic" "What I don't love about it is that it is very repetitive and the activities on the beach

can happen anywhere” “As a consumer I would love to see the hidden gems only found in those areas” (Kara, that is so important, that’s part of the article that runs with it. It breaks down the hidden gems and their links. It’s a travel guide to go with the visual”)

Carmen Ackerman: There’s a little bit of a disconnect, its very vanilla, what would compel me to read more?

Ina Lee: What I’m hearing and to keep it in perspective we are seeing the beginning of a puzzle. We are a diverse community and what I mean by diverse is ages, 31 municipalities, east, west, north and south. What I like is that Kara is showing this now so that we input we give now can inform what she does next.

6. Joellyn Fellmeth: How are you determining which audience you are going after? (Kara, this growth plan you have in front of you morphed from the marketing plan where we broke down the different audiences based on different media. The Conde Nast Traveler buy is for a high end, older wider audience. What we’ll have is a 6-page spread in the May/June Issue where we can detail out all the different places we want to hit.)
 7. Ina: It was exciting because it was really quick, the visuals are really professionally done. I think we need to add one or two millennials on the MAC because we want to make sure this committee represents the range.
- Kara presents the ads for our Winter Campaign. Comments?
 1. Ina: Where is it going? (Kara: Coastal Living, Food & Wine, TravelHost...) So this is a traditional and digital campaign.
 2. John Boutin: “In our last meeting, we talked about feeling and maybe it could say “feel our winter” something that can put emotion into it. Other than that its beautiful, I love it and its great.”
 3. Bob Keesler: “This is like throwing it in your face, that this is how we winter”
 4. Melissa Milroy: “I love this campaign, how I would like to relate to the Matador, that what we saw before was somehow related” My only comment on the previous is the music would drive me crazy” (Kara, that is one of our notes, new music and way too long. This campaign has already launched)
 - Kara shows video of Project Celebration on Jan 17, a request by Bertha Henry, Alan Cohen and administration. This is where we are headed with a 1-billion-dollar renovation. The idea behind it is that we are communicating with the community and build excitement about this huge project.
 1. Carmen Ackerman: I think the scan code was really cool. (Kara, AR is a different form of stepping through a photo to see yourself there.)
 - Kara now presents the team the Riptide Activation. What will it look like going forward?
 - Kara wants to make sure the ROI is there to invite the gnome back to visit more partners. It will be on the web and on social.
 1. Pam Adams: Is it activity based or destination based? (Kara, both. We wanted to make sure it was a mix of activities and that was spread out all over the county. He came with a rule book. The campaign launches in February and we will measure the results using their metrics and then we can decide if it was successful and if its worth doing again.
 - Kara gives a big shout out to PR now. One of the biggest deliverers was Tim with Rolling Stone. People hit and Good Morning America hit from it as well.
 1. Bob Keesler: Can you send us these links? I would love to have this in my hotel Facebook. (Kara, I want to take ownership of this. Its how to communicate effectively with all our stakeholders. Not only to the MAC & TDC, our team at the CVB but also our community. Stacy is concentrating on our community stakeholders. If we are not communicating to our residents, we are missing out on

major opportunities for brand ambassadors. I am 100% open to ideas if it's a simple email.

2. Ina Lee: At least to the MAC, anything that has to do with marketing, get that out to us.
- Kara congratulates the Panthers for hosting the 2021 All star NHL game at the BB&T.
 - Ina announces ProBowl is also coming next year. That makes us a sports destination!
 - Heidi gives a social media update.
 - Ina the meeting part that is critical - Growth Plan and Marketing Plan is where we need your input – (Kara, what you're seeing is a marketing plan that is robust, it sets the foundation for who we are and where we are going. The strategy is switching to communicate to our residents to build value. How does it build value for a doctor, police officer or teacher? We want them to know that we bring jobs and opportunities.)
 1. Ina Lee: Everyone in Austin was proud of the community, one thing I would add to the plan is "elected officials" there is another aspect of residents, we have snowbirds. It's a valid market for us because they go home and then they put it on social and tell their friends. Any comments?
 2. Raelin Storey: I love the language; I think its inclusive and recognizes the value of all stakeholders.
 3. Meredith McCleary: In addition to officials, people passing through the airport and ports need to know what is going on. (Kara, we will figure out how to better position that message internally)
 - Al discusses the initiative with the Municipalities.
 - Kara discusses the luncheon and gives deadline of 10am Thursday due date for comments before the growth plan and meetings brochure go to print.
 - Kara – Lets talk Summer! What can we do improve Vacation Like a VIP, Restaurant & Spa promotions? I didn't change VIP that was running when I came in and didn't touch it but for Restaurant, I changed the name, I cut the fee and tried to recruit more restaurants and it was directly correlated to cutting the fee. Saw Michael Mayo last night, he said interesting things when I said I would be meeting with you and discussing summer programs. I thought visitors wouldn't recognize Crave, but since our target is now residents for the summer maybe they know what Crave means. Let's start with Restaurant Month, someone on my team can walk us through Vacation Like a VIP and Spa seems to be working pretty well.
 1. Chris Bielski & Bob Keesler: I don't think residents know what Crave means, I think we have to spell it out. (Kara, is it worth to put money behind the Crave brand or do you want to see something else? We have been moving to using Visit Lauderdale a lot)
 2. John Boutin: "restaurant cravings month" because residents may want to go to places, they normally wouldn't go to whether its affordability and time.
 3. Pam Adams: Have restaurateurs weighed in? A survey might help brand it if you get down to 5 names.
 4. Carol Tracz: Guests all knew "Dine Out Lauderdale"
 5. Carmen Ackerman: Keeping things simple and the clarity in all communications leads to greater success.
 6. Meredith McCleary: Dine Out is clear and simple
 7. Carmen Ackerman: Show of hands who wants to revert to the original concept of Dine Out Lauderdale and who wants to look at other options. (only Joellyn said no to Dine Out) Lets look at a way to freshen it.
 8. Kara – so what about Spa Month? Its two months. They were paired up to run at the same time.
 9. Keith Blackburn: Spa August & September in Greater Fort Lauderdale
 10. Majority agrees on "Spa Days"

- Kara plans to update MAC at end of February with all things Summer Programs.
- Kara moves on to discuss Vacation Like a VIP.
 1. Carmen Ackerman: Did we do this through American Express? Because they have fine hotels & resorts and have certain criteria?
 2. Rita Wells: We found out giving the \$25 gift card was not kosher with the county.
 3. Carmen Ackerman: Is there a way we can approach American Express or Visa, Mastercard to see if they will partner with us on a program like this?
 4. Tony Cordo: The funds need to be used to promote tourism. Are the cards being used in Broward County or are they taking them back home? (Kara, does it change the framework if it was a partnership with the CC company?) We must run it by the County attorney.
 5. Chris Bielski: We have a dramatic fall off year after year, You have \$100 credit, the parking is \$40 a night because its owned by USA parking and we have to pay it back, you have to take out the gift, pretty soon you are down to nothing. (Kara, if something isn't working, we shouldn't do it, we should cut it.)
 6. Carol Tracz: Can we do more like a cafeteria plan like we do with our group business? Maybe more hotels can get involved that may not have a spa or golf course. (Kara, so maybe we take out the restrictions like we did with restaurants and spa because you know what works for your property and not one size fits all.)
 7. Joellyn Fellmeth: We realize that luxury is a very important part, I agree it needs flexibility, perhaps look outside the hotels to help with the luxury experience and more hotels can participate financially.
 8. Melissa Milroy: That's basically what I was going to say, I have a Capital Grill and a Spa at the mall that could be considered vacationing like a VIP or partner with the Riverwalk Arts District. There are a lot of forms to Vacation like a VIP.
 9. John Boutin: Seems to me like we are all trying to incorporate what to do for slow times. "Love Lauderdale" where everyone can participate in what they want because we are all different and I can't do a giant promotion because we get overbooked.
 10. Rita Wells: Let's not forget the 2-for-1 summer savings for attractions from May – Sept. (Elizabeth Rizzuto, I prefer to move that for August/September because we are full in the summer)
 11. Ina Lee: It's hard not to have one focus and whatever we do it should be under one umbrella. One cohesive message. (Kara, what I'm hearing is August & September forget May, June, July since you all don't need it)

New Business:

Ina Lee asked the MAC members to attend a Summer Program follow up meeting on February 28, 2020.

Meeting adjourned at 11:30am.