

**Tourist Development Council (TDC) Meeting**

Wednesday, August 12, 2026

9:30am-11:30am

Broward County Convention Center / Executive Boardroom (East Building)  
1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

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|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1) Call to Order/Roll Call/Establish Quorum                   | Vice Mayor Robert McKinzie                                                                               |
| 2) Approval of Minutes (March 4, 2026)                        | Vice Mayor Robert McKinzie                                                                               |
| 3) GFLCVB Revenue Report                                      | Randall Luechauer, Manager,<br>Tourist Development Tax Section,<br>Records, Taxes, and Treasury Division |
| 4) Chair's Report                                             | Vice Mayor Robert McKinzie                                                                               |
| 5) President's Report                                         | Stacy Ritter, President/CEO, Visit Lauderdale                                                            |
| 6) Budget Presentation                                        |                                                                                                          |
| a. Office of Management & Budget                              | Elijah Anderson, Assistant Director<br>Office of Management & Budget                                     |
| b. FY2027 GFLCVB Budget                                       | Stacy Ritter, President/CEO, Visit Lauderdale                                                            |
| 7) Marketing Advisory Committee (MAC)                         |                                                                                                          |
| a. FY2027 Recommended Marketing Plan                          | Tim Petrillo, TDC Vice Chair, MAC Co-Chair<br>Attiyya Atkins, VP, Marketing, Visit Lauderdale            |
| b. Committee Vacancies                                        | Stacy Ritter, President/CEO, Visit Lauderdale                                                            |
| 8) Council Member Comments and Discussion of Non-Agenda Items |                                                                                                          |
| 9) Public Comments                                            |                                                                                                          |
| 10) Motion to Adjourn                                         |                                                                                                          |