



AGENDA
Tourist Development Council (TDC) Meeting

Thursday, August 26, 2021 9:30-11:30am
Visit Lauderdale Conference Room
101 NE Third Ave. Suite 100 Fort Lauderdale, FL 33301

- 1) Call to Order/Roll call/Establish Quorum Steve Geller, Mayor of Broward County
- 2) Approval of Minutes May 28th Minutes Steve Geller, Mayor of Broward County
- 3) GFLCVB Revenue Report Reporting Randall Luechauer
- 4) Market Update Candace Hartsell, Sr. Manager,
Business intelligence
- 5) Chair's Report Steve Geller, Mayor of Broward County
- 6) President's Report Stacy Ritter, President/CEO Visit
Lauderdale
- 7) Budget Presentation
 - a) Office of Management Budget Elijah Anderson, Jennifer Steelman,
Norman Foster
 - b) FY 2022 GFLCVB Stacy Ritter
- 8) FY 2022 Marketing Plan Overview Camila Clark, VP, Marketing &
Communications
- 9) Tourism Sponsorship Applications Mike Sophia, VP, Sports Business
Development
 - a) 2022 Miramar Afro-Carib Festival
 - b) 2021 Football is Freedom Festival
 - c) Art Explosion 2021 from Within
- 10) Council Member Comments and Discussion of Non-Agenda Items
- 11) Public Comments
- 12) Motion to Adjourn