

## **AGENDA**

### **Tourist Development Council (TDC) Meeting**

Wednesday, March 17, 2021

9:30-11:30am

Broward County Government Center

115 S Andrews Ave. Fort Lauderdale, FL 33301

Room 430

- 1) Call to Order/Roll call/Establish Quorum                      Steve Geller, Mayor
- 2) Approval of Minutes Dec. 17, 2010                              Steve Geller, Mayor
- 3) GFLCVB Revenue Report Reporting                              Randall Luechauer
- 4) Chair's Report    Steve Geller, Mayor
- 5) President's Report    Stacy Ritter, President/CEO Visit  
Lauderdale
- 6) Marketing Update    Kara Franker, Sr. Vice President,  
Marketing Communications
- 7) Review of Applications for and Appointments to the Marketing Advisory Council
- 8) Tourism Sponsorship Applications                                Mike Sophia, Vice President, Sports  
Business Development
  - a) 2021 Air Show
  - b) 2021 32<sup>nd</sup> Annual Southeast Police Motorcycle Rodeo
  - c) 2021 Brazilian Festival
  - d) 2021 Latin Music Festival
- 9) Old Business
- 10) Council Member Comments and Discussion of Non-Agenda Items
- 11) Public Comments
- 12) Motion to Adjourn