



Tourist Development Council (TDC) Meeting Minutes  
Broward County Convention Center  
October 28, 2025, 9:30 am

**MEMBERS IN ATTENDANCE:** Mayor Beam Furr, Tim Petrillo, Mayor Dean Trantalis, Mayor Josh Levy, Camasha Cevieux, Seth Fellman

**NOT PRESENT:** Lisa Lutoff-Perlo, Ramola Motwani, Bob Weiser,

**1. CALL TO ORDER**

Mayor Beam Furr called the meeting to order at 9:48 am. Attendance was taken. A quorum was established once Mayor Trantalis joined the meeting prior to voting on the tourism sponsorship items.

**2. APPROVAL OF MINUTES**

*A motion to approve the minutes from the meeting of the TDC on August 13, 2025 was made by Tim Petrillo and seconded by Mayor Dean Trantalis. The minutes were approved without objection.*

**3. TOURIST DEVELOPMENT TAX REPORT | Randall Luechauer, Manager Tourist Development Tax Section**

The GFLCVB portion of the August 2025 reporting period collections totaled \$4,776,611.97, an increase of 2.6% (\$122,187.77) when compared to collections for the same month last year. The GFLCVB portion of FY 2025 revenue collected through the August 2025 reporting period totaled \$78,860,920.50, an increase of 0.7% (\$573,564.03) when compared to collections for the same period last year.

The top ten hotel August 2025 revenue increased an average of 13.9% when compared to the same month last year and represented 16.6% of total revenue collected during the month.

Revenue from all hotels totaled \$5,078,230.30 and represented 70.9% of total revenue collected during the month. Non-hotel revenue totaled \$2,086,468.74 and represented 29.1% of total revenue collected during the month. FY 2025 hotel revenue collected through the August 2025 reporting period totaled \$87,566,485.56 and represented 74.0% of total revenue collected. Non-hotel revenue collected through the August 2025 reporting period totaled \$30,703,952.15 and represented 26.0% of total revenue collected.

The collection expense for August 2025 was \$89,592.37. The GFLCVB's portion was \$57,060.72, which represents 1.2% of the GFLCVB's monthly reporting period revenue. To date in FY 2025, GFLCVB expenses total \$443,126.21 which represents 0.6% of the GFLCVB reporting period revenue collected through September 30, 2025.

#### **4. CHAIR'S REPORT | Mayor Beam Furr**

Mayor Furr remarked on the opening of the Convention Center expansion and complimented the beautiful water view from the new executive boardroom. He stated, "what conference wouldn't want to come here." The TDC members all agreed that this expansion was a game changer. Mayor Levy commented that this investment is really going to generate a great return to the hospitality industry, and this will fill hotel rooms far and wide. President Ritter stated that Visit Lauderdale is very excited and there would be no IPW 2026 without this expansion. Mayor Furr said there were a lot of hurdles to reach to get this completed and to see it come to fruition is fantastic. Discussion ensued.

#### **5. PRESIDENT'S REPORT | Stacy Ritter, CDME, President/CEO, Visit Lauderdale**

President Ritter noted that the new CVB building will be opening at the beginning of December on the site of the Convention Center on the first two floors. The next TDC Meeting will be held in the new CVB conference room. The Cultural Division has been very interested in the empty space on the third floor of that building. For the record President Ritter read the Disclosures and Conflicts Form 18 memorandum filed by Ramola Motwani from the TDC Meeting on August 13<sup>th</sup>. This form recused her from voting on the proposed 2026 budget for the Greater Fort Lauderdale Convention and Visitor's Bureau which included funding for the Fort Lauderdale Air Show. Ms. Motwani's son, Dev Motwani is owner of the Fort Lauderdale Air Show.

#### **6. Tourism Sponsorship Applications | Stacy Ritter, CDME, President/CEO, Visit Lauderdale**

##### **a) Florida Society of the Sons of the American Revolution**

The Sons of the American Revolution was founded in 1889. Their mission is to honor Revolutionary War patriot ancestors by promoting patriotism, serving our communities and educating future generations about our nation's founding principles. This will be the first and only monument in the US commemorating this Marine event. The monument will be located at the Fisher Family Pier in Pompano Beach. President Ritter reported that Visit Lauderdale's internal review group recommends \$10,000. Discussion ensued.

*Mayor Josh Levy made a motion to recommend a \$10,000 sponsorship. Seth Feldman seconded the motion. The motion passed unanimously.*

**b) Namaste**

This is a free friendly outdoor festival. Namaste is a flagship South Florida cultural celebration that brings together vibrant Indian music, dance, art, and cuisine in one immersive experience. This event is held at the Pompano Beach Amphitheater.

Visit Lauderdale has funded this event previously. Namaste attracts 10,000 visitors every year, growing increasingly from outside the county. President Ritter reported that Visit Lauderdale's internal review group recommends \$ 10,000. Discussion ensued.

*Mayor Josh Levy made a motion to recommend a \$10,000 sponsorship. Camasha Cevieux seconded the motion. The motion passed unanimously.*

**c) Jazz in the Gardens Women's Impact Luncheon**

Visit Lauderdale had funded Jazz in the Gardens for many years. Visit Lauderdale was directed to reach out to Jazz in the Gardens Women's Impact Luncheon to tell them they can apply again. Discussion ensued.

*The TDC discussed this sponsorship and decided to take no action.*

**7. Broward Cultural Affairs-Ignite Broward | Phil Dunlap, Director Broward Cultural Division**

Mr. Dunlap wanted to thank Visit Lauderdale for sponsoring IGNITE Broward Art and Light Festival for the past five years. He presented a PowerPoint presentation with the wrap up of the 2025 Ignite Broward Festival with a look toward the 2026 IGNITE in February. Details for 2026 will be announced this Thursday at Broward Cultural Division's State of the Arts address at the Convention Center. The 2025 iteration of Ignite Broward was at three locations: Esplanade Park, MadArts in Dania Beach and Arts Park in the City of Hollywood. Ignite 2025 was extended from five days to ten, had over 80,000 attendees with 32% of those coming from outside of Broward. Advertising was done on such key media outlets as Deco Drive, Channel 7 News and Miami New Times. Ignite had an audience growth of 12% over their social media with almost 700,000 total impressions. There will be more than 12 plus artists and more than 22 artworks across locations for 2026. Discussion ensued.

**8. Council Member Comment and Discussion of Non-Agenda Items**

Mayor Levy mentioned the Boat Show in Fort Lauderdale this weekend and questioned

whether the new plaza at the Convention Center would be available. President Ritter confirmed that the Convention Center Plaza will be open for people to explore during the Boat Show.

President Ritter discussed the filming of VL's new brand campaign. Visit Lauderdale will be launching the campaign on New Years Eve on CNN with Anderson Cooper and Andy Cohen Live on a yacht at Pier 66. There will be billboards lit up, located behind them with our new brand campaign.

Mayor Levy said that there was a bill filed in the state legislature on the changing of Broward County's name. This bill is to be placed on the ballot. Mayor Levy feels there is a case to be made to discuss a recommendation from the TDC or staff to supply information on the impact of the name change to Lauderdale County. Mayor Furr said he can bring this to the county commission when they have a discussion and ask for their analysis.

The TDC members thanked Mayor Furr for his year as the President of the TDC. Ina Lee wanted to thank him for driving the initiative on elevating the taxi experience in Broward County and the new ordinance that has been written. Ms. Lee wanted to acknowledge President Ritter for being honored by HSMAI (Hospitality Sales and Marketing Association International) receiving legend of the year.

## **9. PUBLIC COMMENTS NOTION TO ADJOURN**

Rozeta Mahboubi with Florida Restaurant and Lodging Association just came back from their state board meeting and there were concerns about the TDT during legislation. The decision on how the TDT dollars can be spent may be decided by the county and not the state. Ms. Mahboubi stated If this happens, we as a county need to be prepared and be on the same page as to how we want to protect our TDT dollars for marketing.

## **10. MOTION TO ADJOURN**

*A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Mayor Trantalis. The meeting was adjourned with no objection at 11:00am.*