



Tourist Development Council (TDC) Meeting Minutes
Greater Fort Lauderdale Convention and Visitors Bureau
August 13, 2025, 9:30 am

MEMBERS IN ATTENDANCE: Mayor Beam Furr, Tim Petrillo, Bob Weiser, Andreas Ioannou, Mayor Josh Levy, Commissioner Melissa Dunn, Camasha Cevieux, Seth Fellman, Ramola Motwani

NOT PRESENT: Lisa Lutoff-Perlo, Mayor Dean Trantalis

1. CALL TO ORDER

Mayor Beam Furr called the meeting to order at 9:30 am.
Attendance was taken and a quorum was established.

2. APPROVAL OF MINUTES

A motion to approve the minutes from the meeting of the TDC on May 14, 2025 was made by Tim Petrillo and seconded by Seth Fellman. The minutes were approved without objection.

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

The GFLCVB portion of the June 2025 reporting period collections totaled \$5,686,634.42, an increase of 5.0% (\$270,231.04) when compared to collections for the same month last year. The GFLCVB portion of FY 2025 revenue collected through the June 2025 reporting period totaled \$68,886,736.93 an increase of 1.0% (\$694,639.23) when compared to collections for the same period last year.

The top ten hotel June 2025 revenue increased an average of 6.9% when compared to the same month last year and represented 19.2% of total revenue collected during the month.

Revenue from all hotels totaled \$6,082,728.00 and represented 71.3% of total revenue collected during the month. Non-hotel revenue totaled \$2,443,963.02 and represented 28.7% of total revenue collected during the month.

FY 2025 hotel revenue collected through the June 2025 reporting period totaled \$76,923,147.13 and represented 74.5% of total revenue collected. Non-hotel revenue collected through the June 2025 reporting period totaled \$26,387,559.70 and represented 25.5% of total revenue collected.

The collection expense for June 2025 was \$85,149.92. The GFLCVB's portion was \$57,762.43 which represents 1.0% of the GFLCVB's monthly reporting period revenue. To date in FY 2025, GFLCVB expenses total \$361,636.05 which represents 0.5% of the GFLCVB reporting period revenue collected through July 31, 2025.

4. CHAIR'S REPORT | Mayor Beam Furr

Mayor Furr discussed DOGE in Broward County. DOGE has their eye on TDT, DEI, climate change and procurements. DOGE uploaded 50,000 documents from the county. The mayor was very insistent that the TDC's job is to get heads in bed. DOGE brought up the Rose Bowl Parade and the metrics show that it was very worthwhile. The mayor told them that the county just approved funding for the National Championship Orange Bowl which they also consider worthwhile. The county will see in a couple of months what they discover. Discussion ensued.

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

Marketing Plan for 2026 | Camila Clark, Sr. VP, Marketing & Communications, Visit Lauderdale

Ms. Clark discussed the new campaign and positioning. Visit Lauderdale did extensive research and found that people do not choose us as a beach destination. The research found that 40% of non-Florida residents are not familiar with the destination. While 58% of Florida residents who are familiar with the destination would rather visit other places in Florida. Our existing brand platform does not create enough distinction for us. We have a lot of repeat visitors but need to reach new visitors. Visit Lauderdale's audience falls into the luxury travel category. We are leaning into the concept that suggests that being near, in or on the water can make you happier, healthier and more connected and better at what you do. The new tagline is "Never Lose your Splash". We want to invoke a feeling when you see this campaign. Visit Lauderdale will be keeping our original teal color but adding more vibrant colors. The new campaign will be hitting on New Years Eve 2025. Discussion ensued.

Mayor Josh Levy has made a motion to approve the 2026 Marketing Plan Mayor Tim Petrillo seconded the motion. The motion passed unanimously.

6. Welcome from City of Ft Lauderdale City Manager | Rickelle Williams, Ft. Lauderdale City Manager

City Manager Williams has been with the City of Fort Lauderdale for four months coming from the City of Miami Beach where she served as the Economic Development Director, Assistant City Manager and interim City Manager. While working at the City of Miami she oversaw the economic development in the Miami Beach Convention Center. Commissioner Williams understands what the TDC advocates and would like to support Visit Lauderdale. Part of the City of Fort Lauderdale's proposed budget for this year is developing an economic development division. This division will be looking at the city's special events and how we activate the beach and other areas of Ft Lauderdale. We are making sure that we're finding the right balance between quality of life and event impacts. They are also establishing a strategic communications department. Discussion ensued.

7. Budget Presentation

Elijah Anderson, Program Manager, Broward County Office of Management and Budget

- a. Mr. Anderson presented the overview of the FY26 Tourist Development Tax Program. TDT revenue collection in FY25 were \$124m and the FY26 Recommended budget for TDT is \$123m. The FY26 recommended Marketing Budget is \$28.2m. The East Expansion of the convention center estimated cost is \$369m and estimated substantial completion is Fall 2025. The Headquarters Hotel which is not funded by TDT dollars has an estimated completion date of Fall 2025 with a total estimated cost of \$669m. Discussion ensued.

b. FY 2026 GFLCVB Budget | Stacy Ritter, President / CEO Visit Lauderdale

President Ritter discussed Senate Bill 2502. This bill states that local governments are no longer allowed to promote certain things. The most glaring changes in the budget are the LGBTQ budget which has been almost completely cut and the multicultural budget which has been cut in half because we cannot promote concepts of diversity. Accessibility is still in the budget and has been moved into Global Travel Trade which is the leisure market. The LGBTQ Inclusivity and Accessibility VP position which is currently vacant will be redefined. Part of the campaign change is because of Senate Bill 2502. President Ritter explained the sponsorship application process for Sports, Entertainment and Group Sales. If the event is not in the budget, you will need to apply at least 6 months in advance as you must be vetted. Ramola Motwani recused herself from voting due to a conflict of interest (see form 8b below) from voting on this. Discussion ensued.

Andreas Ioannou made a motion to approve the proposed budgets FY 2025/2026. Tim Petrillo seconded the motion. The motion passed unanimously with one abstention.

8. Broward Cultural Council Member appointment | Stacy Ritter, CDME, President/CEO, Visit Lauderdale

Tim Petrillo was the appointed TDC member on the Broward Cultural Council and stated that due to scheduling conflicts he cannot make these meetings. This is a monthly meeting. Mayor Josh Levy would like to take this position. Discussion ensued.

Andreas Ioannou made a motion to approve Mayor Josh Levy as the TDC appointee to the Broward Cultural Council. Tim Petrillo seconded the motion. The motion passed unanimously.

9. Motion to Adjourn

A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Mayor Josh Levy. The meeting was adjourned with no objection at 11:14am.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME MOTWANI, RAMOLA RAMESH		NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE TOURIST DEVELOPMENT COUNCIL	
MAILING ADDRESS 15 NE 4TH ST		THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: ☐ CITY ☒ COUNTY ☐ OTHER LOCAL AGENCY	
CITY FT LAUDERDALE	COUNTY BROWARD	NAME OF POLITICAL SUBDIVISION:	
DATE ON WHICH VOTE OCCURRED AUGUST 13, 2025		MY POSITION IS: ☐ ELECTIVE ☒ APPOINTIVE	

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, RAMOLA R MOTWANI, hereby disclose that on AUGUST 13, 20 25 :

(a) A measure came or will come before my agency which (check one or more)

- ☐ inured to my special private gain or loss;
- ☒ inured to the special gain or loss of my business associate, _____ ;
- ☒ inured to the special gain or loss of my relative, Dev Motwani, son ;
- ☐ inured to the special gain or loss of _____, by
whom I am retained; or
- ☐ inured to the special gain or loss of _____, which
is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

August 19, 2025

Date Filed

Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.