



Tourist Development Council (TDC) Meeting Minutes  
Greater Fort Lauderdale Convention & Visitors Bureau  
November 16, 2023, 9:30 am

**MEMBERS IN ATTENDANCE:**

Mayor Lamar Fisher, Ramola Motwani, Andreas Ioannou, Camasha Cevieux, Tim Petrillo, Seth Fellman

NOT PRESENT: Mayor Josh Levy, Mayor Dean Trantalis, Commissioner Melissa Dunn

**1. CALL TO ORDER**

Mayor Lamar Fisher called the meeting to order at 9:35 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 November 16, 2023, was made by Tim Petrillo and seconded by Camasha Cevieux. The minutes were approved without objection.*

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

The GFLCVB portion of the September 2023 reporting period collections totaled \$4,330,485.64 a decrease of 10.0% (\$478,625.59) when compared to collections for the same month in FY 2022. The GFLCVB portion of FY 2023 revenue collected through the September 2023 reporting period totaled \$84,439,368.17, an increase of 2.2% (\$1,849,467.60) when compared to collections for the same period last year.

The top ten hotel September 2023 revenue decreased an average of 2.2% when compared to the same period last year and represented 16.5% of total revenue collected during the month.

Revenue from all hotels totaled \$4,489,615.06 and represented 69.1% of total revenue collected during the month. Non-hotel revenue totaled \$2,003,794.82 and represented 30.9% of total revenue collected during the month.

FY 2023 hotel revenue collected through the September 2023 reporting period totaled \$92,373,553.46 and represented 73.0% of total revenue collected. Non-hotel revenue collected through the September 2023 reporting period totaled \$34,246,067.08 and represented 27.0% of total revenue collected.

The collection expense for September 2023 was \$73,860.06. The GFLCVB's portion was \$45,598.44 which represents 1.1% of the GFLCVB's monthly reporting period revenue. To date in FY 2023, GFLCVB expenses total \$438,607.30 which represents 0.5% of the GFLCVB reporting period revenue collected through October 31, 2023.

#### **4. CHAIR'S REPORT | Mayor Lamar Fisher**

Mayor Fisher commented that he enjoyed being on the TDC and what an amazing year to be on this committee. During the year he fulfilled his mission of visiting all 31 cities in the county. The mayor thanked the TDC for all they do for tourism, restaurants, and hospitality as they are the bloodline for the county and without this the county would not be where we are today. Ina Lee and Ramola Motwani thanked Mayor Fisher for all he does for the Tourism Industry.

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

President Ritter discussed the Rose Parade. She displayed a rendering of the float as well as the name of the float riders: Marie Hautigan Broward County Principal of the Year, Stuart Milk nephew of Harvey Milk and Global Human Rights /LGBT Civil Rights Speaker and Advocate, Stanley C Panther, Florida Panther legend Bill Lindsey and Miss Seminole, Thomlynn Billie. The Visit Lauderdale float is an entertainment float which will have a singer on it, a local artist Alexander Starr performing a song written for our destination. This song "Laudy Dayo" will be our anthem and will be played with everything that we do.

President Ritter announced that Visit Lauderdale has partnered with Panthers Entertainment . The Florida Panthers helmets are now branded with Visit Lauderdale. The Panthers have partnered with Visit Lauderdale for several activations with the Rose Parade.

We were able to procure a new technology called Placer.ai that will allow us to geo fence some of our events. This will provide us data to be able to more specifically track attendance , where attendees of events are originating from and appropriate level of funding.

The week of December 11th will be the topping off ceremony for the east expansion of the BCCC and the Omni Hotel. TDC members will be invited. President Ritter stated that we are two years away from cutting the ribbon on this project. Visit Lauderdale is shooting a new campaign in February which we will launch for summer. This will evolve the "Everyone Under the Sun" campaign and broaden it.

President Ritter thanked Mayor Fisher for his service on the TDC and his support for everything he has done for Visit Lauderdale.

There are two openings in the MAC committee. The TDC needs to vote on the two vacancies and review the enclosed resumes of Katherine Beja-McLennan and Jenna Borreggine.

*A motion to approve the new Marketing Advisory Committee members Jenna Borreggine and Katherine Beja-McLennan was made by Ramola Motwani. Tim Petrillo seconded the motion. The motion passed unanimously.*

## 6. TOURISM SPONSORSHIP APPLICATIONS

### a) **Provincetown LGBT+ Events 2023-2024 -Stacy Ritter, President/CEO Visit Lauderdale**

Provincetown LGBT+ Events has requested \$190,000 for numerous events that would be spread out through most of the year. Provincetown has the largest summer LGBT+ Events in the country and have events all year long. We are going to Provincetown to market and promote ourselves to one of our key demographics, the LGBTQ+ community. This is a first of its kind sponsorship for Visit Lauderdale. These are travelers with high incomes who want to go to places where they are welcome. Discussion ensued.

*Camasha Cevieux made a motion to recommend a \$190,000 sponsorship. Ramola Motwani seconded the motion. The motion passed unanimously.*

### b) **Winterfest 2023- Glen Allen, VP, Sports and Entertainment**

Winterfest 2023 has requested an additional \$45,000 for their event taking place on December 16, 2023, towards initiatives such as releasing the Visit Lauderdale song, branding the boat and supporting our additional marketing for the events. Mr. Allen reported that Visit Lauderdale's internal review group recommends awarding \$45,000. Discussion ensued.

*Tim Petrillo made a motion to recommend a \$45,000 sponsorship. Commissioner Ramola Motwani seconded the motion. The motion passed unanimously.*

### c) **The Catch- Glen Allen, VP, Sports and Entertainment**

The Catch has requested \$250,000 for their event taking place on April 18-20, 2024. Mr. Allen reported that Visit Lauderdale's internal review group recommends awarding \$75,000. This is the second year for this event which is a made for TV fishing competition utilizing professional NFL football players who are partnered with a captain and crew. Discussion ensued.

*Camasha Cevieux made a motion to recommend a \$75,000 sponsorship. Andreas Ioannou seconded the motion. The motion passed unanimously.*

### d) **Jazz in the Garden- Women's Impact Luncheon/Opening Night party – Neki Mohan, VP Multi-Cultural Business & Community Engagement, Neki Mohan**

Jazz in the Garden has requested \$100,000 for these two events which will be at the Hard Rock Hotel on March 8, 2024. This is the first time Jazz in the Garden has expanded into Broward County. Neki reported that Visit Lauderdale's internal review group recommends awarding \$25,000. Discussion ensued.

*Ramola Motwani made a motion to recommend a \$25,000 sponsorship. Camasha Cevieux seconded the motion. The motion passed unanimously.*

**7. Council Member comments and Discussion of Non-Agenda Items**

Tim Petrillo wanted to be certain that Visit Lauderdale is not sponsoring Formula One. He mentioned that F1 is losing money and have outpriced themselves with tickets and the low attendance. Andreas Ioannou commented that F1 has expanded too much and have lost their exclusivity. Visit Lauderdale confirmed it is not sponsoring F1.

**8. Public Comments**

**9. MOTION TO ADJOURN**

*A motion to adjourn the meeting was made by Tim Petrillo and was seconded by Andreas Ioannou. The meeting was adjourned with no objection at 10:24am.*