



Tourist Development Council (TDC) Meeting Minutes
Governmental Center, Room 430
Thursday, December 17, 2020, 10:00am

MEMBERS IN ATTENDANCE:

Mayor Steve Geller, Mayor Josh Levy, Camasha Cevieux, Casey Koslowski, Ramola Motwani & Tim Petrillo. **ABSENT:** Mayor Dean Trantalis, Dan Adkins & Mayor Kenneth Thurston.

1. Mayor Steve Geller called the meeting to order at 10:17am.
Attendance was taken and a quorum was established.

2. APPROVAL OF MINUTES

A Motion to approve the minutes from the August 6th TDC meeting was made by Mayor Josh Levy and seconded by Camasha Cevieux.
The motion to approve the minutes was approved unanimously.

3. TOURIST DEVELOPMENT TAX REPORT— Candace Hartsell, Senior Intelligence Manager, GFLCVB on behalf of Randall Leuchauer.

The GFLCVB portion of **FY 2021**, October 2020 reporting period revenue collected by our customers through November 30, 2020 totaled \$2,342,669.92, a decrease of 41.9% (\$1,692,085.77) when compared to the same month last year.

The GFLCVB portion of **FY 2020** reporting period revenue for the twelve months ending September 30, 2020 totaled \$41,130,342.72, a decrease of 29.5% (\$17,174,222.42) when compared to the prior fiscal year.

The top ten hotel October 2020 revenues decreased an average of 63.4% when compared to the same period last year and represented 13.3% of the total revenues collected during the month.

Twenty-three new accounts (231 units) were added in October 2020.

The collection expense for October 2020 was \$48,480.79. The GFLCVB's portion was \$29,759.14 which represents 1.3% of the GFLCVB's monthly reporting period revenues.

4. **CHAIR'S REPORT – Mayor Steve Geller**

Mayor Geller welcomed members of the TDC and stated he is pleased to be joining them this year and ensured the council the Broward County Board of County Commissioners understands the financial problems everyone is facing as a result of the ongoing COVID-19 pandemic.

Mayor Geller stressed that he is a fierce advocate mask wearing and social distancing. He wants to enforce this mandate in an effort prevent the need for another shutdown.

5. **PRESIDENT'S REPORT – Stacy Ritter, CDME, President/CEO GFLCVB**

President Ritter reassured the TDC Members that the GFLCVB staff has been working diligently during the pandemic continue to promote Greater Fort Lauderdale.

Ms. Ritter introduced Kara Franker, Senior VP of Marketing & Communications for a brief Market Update. A presentation was made, touching on the CVB's messaging during this period and what markets we are looking at based on data analysis. ([Presentation available here.](#))

Ramola Motwani asked if there were any predictions for the upcoming season. Ms. Ritter explained we cannot make predictions at this time. She noted that visitors are coming from the Northeast and that the CVB is moving forward with campaigns focused on this market. Ms. Ritter noted that the COVID situation seemingly changes daily and we must ensure our marketing and promotions are in alignment with travel protocols.

Tim Petrillo mentioned that the airport is offering COVID testing by reservation.

Tim Petrillo asked if the GFLCVB team is happy with their new ad agency, Aqua. Ms. Ritter indicated that the teams are working well together and exploring the direction in which we want to take the destination.

The Mayor discussed his two taped airport welcome messages. The one playing now encourages visitors to enjoy the outdoor space and year-round outdoor dining options. The second one he hopes to be able to play in the second half of the year and calls out museums and other indoor activities – anticipating we will be able to gather more together at that point.

Stacy Ritter announced the disbanding of Superior Small Lodgings statewide. The CVB has rebranded the small independent properties as Boutique Properties on our website.

Ed Simon, Executive Vice President of the GFLCVB gave an update on the efforts of the group sales teams and noted the positive effect of the news of the vaccine and how this has increased optimism with everyone. Mr. Simon stated that the 1st quarter was flat but there is indication that groups will pick up the 2nd half of 2021. The Senior Games scheduled for late 2021 will most likely reschedule for 2022 to

allow time for participants to be fully vaccinated. Groups are already booking for 2023 and 2024 in the new convention center.

Tracy Vaughan, Senior VP of Global Leisure Sales reported that Leisure Sales team had to reinvent their normal daily activity that would normally involve traveling to meet with tour agents and business partners. They have been producing a virtual webinar series called Stay, Play and Dine. These are filmed live and on location at partner hotels, attractions and restaurants. The videos are posted on the section of sunny.org that caters to travel professionals – educating them on the destination. The Leisure Sales team participates in virtual tradeshow and has produced a “wear your mask” video with the County. Ms. Vaughn’s also reported on the number of film permits that have been processed through her department.

Mayor Geller and Stacy Ritter discussed the amount of time the CVB spends on film permitting, with very few room nights generated from them. Ms. Ritter suggested that there might be a more appropriate area within the county to handle this entity as it’s more of an economic development tool. Mayor Geller will endeavor to facilitate this transition. He would like to see more filming done in Broward County and for the county to get proper attribution.

Ms. Ritter reminded the group that there are two vacancies on the Tourism Development Council. (TDC) - one due to the death of Heidi Dennis and one due to the resignation of Cate Farmer as she has moved outside of Broward County, making her ineligible to serve on the Council. It was decided these vacancies will be filled as soon as possible. Appointees must be owners or operators of entities that collect bed tax.

Ms. Ritter stated that it had come to her attention the appointment of current members of the Marketing Advisory Committee (MAC) had not been done so in accordance with the County ordinance. She explained the ordinance. To ensure future compliance, the current MAC members will be released from their positions at the next MAC meeting. To conform to the ordinance, the TDC will appoint/reappoint members based on the parameters of the ordinance. Discussion ensued and it was decided that the next TDC meeting would be scheduled for a longer period to allow for enough time to go over the new appointments. The MAC should have 23 members.

Mayor Geller asked Allen Cohen to give an update on the expansion of the Broward County Convention Center. Mr. Cohen stated the western expansion had some delays due to weather but is still looking to open phase one by Oct 2021. Discussion ensued.

6. OLD BUSINESS

There was no old business to discuss.

7. COUNCIL MEMBER COMMENTS and DISCUSSION of NON-AGENDA ITEMS

Tim Petrillo asked for clarification on the application process for financial support for future events. There was a brief discussion to clarify.

Ramola Motwani asked if the funding of Visit Florida could be added to the next agenda. Discussion ensued. The Mayor said he would discuss it with the CVB Chair.

Casey Koslowsky gave a shout out to Richard Gray, Senior Vice President of Diversity & Inclusion at the CVB, who was recognized as one of the Top 100 Most Influential Members of the LGBT Community in the US by OUT100. The Mayor asked his assistant to get that information to recognize him at an upcoming Commission Meeting.

There was a discussion about mask wearing at bars and outdoor events with alcohol and the ability to enforce them. The Mayor clarified that fines may indeed be imposed on individuals; however, the fines will not be collected until after the “no fine” order is suspended.

8. PUBLIC COMMENTS

There were no public comments.

9. MOTION TO ADJOURN

Mayor Steve Geller adjourned the meeting at 11:45am.