



Tourist Development Council (TDC) Meeting Minutes
Governmental Center, Room 430
May 28, 2021 9:30am

MEMBERS IN ATTENDANCE:

Mayor Steve Geller, Dan Adkins, Camasha Cevieux, Andreas Ioannou, Casey Koslowski, Mayor Josh Levy, Ramola Motwani, Tim Petrillo, Mayor Dean Trantalis and Laurens Zieren.

1. CALL TO ORDER

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

2. APPROVAL OF MINUTES

A Motion to approve the minutes from the March 17, 2021 TDC meeting was made by Mayor Levy and seconded by Mayor Trantalis.

The motion to approve the minutes was unanimous.

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

The GFLCVB portion of the March 2021 reporting period collections decreased by 11.9% (910,328.70) when compared to collections for the same month in FY 2019. The GFLCVB portion of FY 2021 revenue collected through the March 2021 reporting period decreased by 32.1% (11,026,260.80) when compared to the same period in FY 2019.

The top ten hotel March 2021 revenues decreased an average of 61.0% when compared to the same period last year and represented 15.7% of the total revenues collected during the month.

Total Revenue from all hotels totaled \$7,164,850.56 and represented 70.9% of total revenue collected during the month. Non-hotel revenue totaled \$2,937,050.66 and represented 29.1% of total revenue collected during the month.

Fifty-eight new accounts (696 units) were added in March 2021. To date in FY 2021, a total of 215 new accounts (2,128 units) were added.

The collection expense for March 2021 was \$52,010.02. The GFLCVB's portion was \$28,184.55 which represents 0.4% of the GFLCVB's monthly reporting period revenues. To date in FY 2021, GFLCVB expenses total \$163,778.51 which represents 0.7% of the GFLCVB reporting period

revenue collected through April 30, 2021.

4. CHAIR'S REPORT – Mayor Steve Geller

Mayor Geller commended the TDC, Stacy Ritter and the CVB team for their collective efforts over the past and noted that the destination is experiencing a quicker post-pandemic recovery than anticipated.

Mayor Geller announced that the County will be creating a Broward County Film Commission. The creation of such will move the film permitting department, currently housed at the GFLCVB, to the Office of Small Business and Economic Development. This is expected to take place in the new fiscal year.

There was discussion about the importance of the return of the cruise industry to Port Everglades and the issues involving the differing opinions between the federal government and Governor DeSantis on vaccination requirements. Mayor Geller asked those members of the TDC who have ties to the Governor to encourage him to let cruise ships, which are private industries, handle their own requirements. Mayor Geller, Mayor Trantalis and Mayor Levy will send a joint letter to the Governor to express their concerns on delaying the return of cruising to the destination.

Mayor Geller announced that Disney Cruise Lines will be moving from the Port of Miami to Port Everglades.

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

President Ritter announced that Visit Lauderdale has rejoined Visit Florida. Visit Lauderdale will be participating in a VF Winter Campaign that will include a 20/80 match in funds from Visit Florida. Visit Lauderdale will spend \$200,000 and will receive an \$800,000 cash/in-kind value from Visit Florida.

Visit Florida is holding the Governor's Conference in Broward County in September at The Diplomat Beach Resort in Hollywood. President Ritter indicated that Visit Lauderdale would like to sponsor a portion of the Conference, but the funds are not in the current budget. She requested that the TDC recommend that Visit Lauderdale to sponsor up to \$30,000 for a sponsorship. **A motion was made by Mayor Levy to recommend Visit Lauderdale spend up to \$30,000 on a sponsorship at Visit Florida's 2021 Governor's Conference. The motion was seconded by Tim Petrillo.** Mayor Trantalis, asked about Visit Florida's marketing tactics. Discussion ensued. **The motion was approved unanimously** with one abstention by Laurens Zieren due to a conflict of interest as General Manager of The Diplomat Beach Resort. (See form 8B below.)

President Ritter brought up the fact that there is one more vacancy to be filled on the Marketing Advisory Council. Dan Atkins was absent from the last meeting so had not made his appointment. **Dan Atkins made a motion to nominate Matthew McNeil, VP of Programming at the Broward Center for the Performing Arts. Tim Petrillo seconded the motion. The motion passed unanimously.** The Marketing Advisory Committee (MAC) is now a full committee.

President Ritter shared positive results from Visit Lauderdale's partnership with Jet Blue and social media efforts. She also reported that April's occupancy outperformed 2019 by 10%. The Average Daily Rate (ADR) saw a 12% increase over 2019 and RevPAR (Revenue per Available Room) saw a 24% increase. The number of rooms sold is up 21% comparing the same week in 2019 and that's with an increase of 9% available rooms in inventory. Ms. Ritter thanked the members of the TDC for their support during the recovery.

6. BUDGET UPDATE – Anthony Cordo, Senior VP Administration, Visit Lauderdale

Mr. Cordo gave an update on the budget. He presented a breakdown of the core funds spent year to date and what funds are remaining. He pointed out that the TDT budget is not a "use it or lose it" situation. Funds may carry forward to the next year and may be requested as supplemental funds if needed. The GFLCVB spent about \$8 million on marketing to aid the recovery efforts.

Tim Petrillo asked about what was being done to re-engage the groups market. Visit Lauderdale's Exec. VP, Ed Simon and VP of Group Sales, Michael Pouey joined the conversation. Discussion ensued and included mention of multiple upcoming events and meetings within the group sales market.

7. TOURISM SPONSORSHIP APPLICATIONS – Mike Sophia, VP of Sports Marketing & Entertainment, Visit Lauderdale

- a. Worldwide Sports Enterprises is requesting \$25,000 in sponsorship funds **for USA Minor League Cricket** which will take place over multiple weekends between July and September 2021. Mike Sophia reported that Visit Lauderdale's internal review group did not recommend sponsorship of the event based on their review findings. The TDC questioned the applicant over the phone. Discussion ensued. **Mayor Levy made a motion to accept the recommendation of internal review group to deny sponsorship of this event. Mayor Trantalis seconded the motion and it passed unanimously.** *(Following this vote, Mayor Trantalis excused himself from the remainder of the meeting.)*
- b. Caribbean Village Entertainment, Inc. requested a \$50,000 sponsorship for the **2021 Caribbean Food & Rum Festival** scheduled to take place on September 5th. *(Camasha Cevieux recused herself from this vote due to possible conflict of interest. Form 8B below.)* Mr. Sophia advised that, based on the findings of the internal review group, funding is not recommended at this time. Discussion ensued. **Tim Petrillo made a motion to accept the recommendation of Visit Lauderdale's evaluation group to deny sponsorship. The motion was seconded by Casey Koslowski. The motion passed unanimously with one abstention by Camasha Cevieux and Mayor Trantalis absent.**

8. OLD BUSINESS – No old business was brought forth.

9. COUNCIL MEMBER COMMENTS & DISCUSSION OF NON-AGENDA ITEMS

County Attorney, Nathaniel Klitsberg, gave an informational update to the council on some items that will be going before the County Commission on June 15th. The items discussed

included the County's possible hosting of the Florida High School Football Association State Championship events in 2021 and 2022 at the DRV PNK Stadium in Fort Lauderdale, an amendment to sponsorship for National Senior Games which Broward is hosting in May of 2022, and the November Pride Events of 2021 & 2022. Some funds previously paid out to events that were canceled due to the COVID-19 pandemic were recovered and will be utilized for future rainy days.

There was discussion regarding the status of the Convention Center Hotel and that it too will be addressed at the June 15 Commission meeting.

Mayor Levy suggested that Visit Lauderdale create a display board of sorts to feature the events occurring within the destination any given month. He would like to see hotels utilize them in their lobbies to bring awareness to the visitors of events throughout our municipalities. There was also a discussion regarding transportation issues for hotel industry workers. Mayor Levy expressed an interest in seeing Broward County Transit create more express busses to and from the areas where most hotel workers live, and would love to see a childcare center at these express bus hubs. Discussion ensued.

Mayor Geller asked Dan Atkins to comment on the States desired changes to the gambling legislation and how it might affect tourism. Mr. Atkins expressed there are both up sides and down sides but that nothing has been set in stone yet.

10. PUBLIC COMMENTS

Lindell Douglas, the presenter of the Caribbean Food & Run Festival, asked to speak on behalf of his sponsorship request. He reported that there are guests coming in from the Northeast, the Caribbean, Europe and other parts of Florida. He also spoke to the economic impact of the smaller events that occur around this one event.

Mayor Geller asked for Mr. Petrillo and Mr. Koslowsky to reconsider their earlier motion until further discussion with Mr. Douglas was completed. They agreed and discussion ensued. **Once again, Tim Petrillo made a motion to accept the recommendation of Visit Lauderdale's evaluation group to deny sponsorship. The motion was seconded by Casey Koslowski. The motion passed unanimously with one abstention by Camasha Cevieux and Mayor Trantalis absent.**

11. MOTION TO ADJOURN

A motion to adjourn the meeting was made by Mayor Levy. The meeting was adjourned with no objection at 11:06pm.