

MEETING MINUTES – January 26, 2021
GFLCVB Marketing Advisory Committee (MAC)
10:00am - 12:09pm
Gotomeeting & Live from the Fort Lauderdale Marriott Harbor Beach

MEMBERS PRESENT:

Carmen Ackerman, Pam Adams, Susan Aichele-Sanders, Steve Belleme, Chris Bielski , Keith Blackburn, John Boutin, Joellyn Fellmeth, Arianne Glassman, Amanda Harris, Robert Keesler, Ina Lee, Ellen Kennedy, Kara Lundgren, Meredith McCleary, Melissa Milroy, James Pancallo, Tim Petrillo, Bobby Rodriguez, Michael Solomon, Christina Schwartzman Sovern, Raelin Storey, Carol Tracz.

MEMBERS ABSENT:

Sandra Rios, Elizabeth Rizzuto

INTRO:

Ina Lee called the meeting to order at 10:00 a.m. A quorum was established, roll call completed.

A MOTION was made by Bob Keesler to approve the minutes of the Oct 27, 2020 meeting. Tim Petrillo seconds the motion and the MINUTES PASSED UNANIMOUSLY.

- Ina introduces Stacy Ritter, President & CEO of the GFLCVB. Stacy reviews the process to appoint members to the Marketing Advisory Committee. Explains that at the March TDC meeting they will start appointing members to the MAC, advises if interested to submit resumes to her by February 10th. Stacy continues the discussion with the decision not to rejoin Visit Florida. Committee member discussion ensued.
- 1) Carol Tracz made a motion to recommend the GFLCVB re-join Visit Florida.
 - 2) James Pancallo made a second to that motion.

Voting takes place: **YES – 9 / NO - 12**

CA no, PA yes, SB no, CB yes, KB no, JB no, JF no, AG no, AH no, BK no, EK not enough info, KL yes, IL yes, MM no, MM no, JP yes, TP yes, BR no, MS yes, CS yes, RS no, CT yes

- 1) Raelin Storey makes motion to recommend that the CVB invite a representative from Visit Florida to present at the next committee meeting.
 - 2) Christina Schwartzman Soverns seconds.
 - 3) Discussion ensued with the recommendation being Lindsay Norris from Visit Florida.
- Kara Franker begins a marketing presentation with updates and traveler sentiment. She continues with introducing the Dashboard and unveiling the new logo. She discusses the evolution of the concept, brand mission and related topics.
 - Ina gives thanks to the current MAC members for their time, expertise and the difference made over the years.
 - MAC members share good and welfare.

Meeting adjourned at 12:09pm.