REVISED

TOURIST DEVELOPMENT COUNCIL (TDC)
Greater Fort Lauderdale Convention & Visitors Bureau
101 NE 3rd Avenue, Suite 100
Fort Lauderdale, Fl 33301

TDC Meeting Minutes – April 25, 2019
10am

Members Present:

Mark D. Bogen Mayor, Mayor Dean Trantalis, Mayor Josh Levy, Mayor Kenneth Thurston, Camasha Cevieux, Ramola Motwani, Tim Schiavone, Cate Farmer, Heidi Dennis, Casey Koslowski and a quorum was established.

Members Absent:

Dan Adkins.

1. Mark D. Bogen, Mayor (Chair) called the meeting to order at 10am.

2. **PLEDGE OF ALLEGIANCE & ROLL CALL A QUORUM WAS PRESENT.**

3. **APPROVAL OF MINUTES for the January 24, 2019 TDC Meeting.**

A MOTION was made by Mayor Kenneth Thurston to APPROVE the MINUTES of the January 24, 2019, Tourist Development Council (TDC) Meeting and THE MOTON was seconded by Cate Farmer. **MOTION PASSED UNANIMOUSLY.**

At this time Introductions of the new marketing team for the GFLCVB were done.

4. **TOURIST DEVELOPMENT TAX REPORT – April 25, 2019**

Prepared by Randall Luechauer, Manager, Tourist Development Tax Section

The GFLCVB portion of the February 2019 reporting period revenue collected by our customers through March 31, 2019 totaled $6,892,697.69, an increase of 3.9% ($259,749.72) when compared to the same month last year.

The GFLCVB portion of FY 2019 revenue collected through March 31, 2019 totaled $26,684,554.74 an increase of 17.7% ($4,022,175.39) when compared to the same period last year.

The top ten hotel February 2019 revenues increased an average of 2.4% when compared to the same period last year and represented 19.5% of the total revenues collected during the month.

Sixty-seven new accounts (445 units) were added in February 2019. To date in FY 2019, a total of 233 new accounts (902 units) were added.

The collection expense for February 2019 was $28,943.66. The GFLCVB's portion was $19,295.78 which represents 0.3% of the GFLCVB's monthly reporting period revenues. To date in FY 2019, GFLCVB expenses total $109,760.64 which represents 0.4% of the GFLCVB reporting period revenues collected through March 31, 2019.

5. **TDC APPOINTMENT TO THE CULTURAL COUNCIL**

The TDC Members decided to defer this appointment to the next TDC Meeting in June for time to think about this appointment and to suggest names.

At this time Anthony (Tony) Cordo spoke to the TDC Members and stated that the Broward County Administrative Code Section 13:32 of the code limited the TDC to using funding only to fund events. The CVB is working with their attorney to draft an amendment to the Administrative Code. This is anticipated to be discussed after the summer recess, therefore there could be a slight delay in funding for any non-event expenditures of revenue.

Mayor Bogen welcomed Casey Koslowski as a new member to the TDC and asked him to introduce himself to the members.

6. **NEW EVENT PRESENTATIONS**

(a) **Funding for the Visitor's Center – Lauderdale by-the-Sea**
4501 State Road AIA

Debbie Hime gave their presentation and handouts were given to the TDC Members. Discussion ensued.

Mayor Levy stated this Visitors Center is one of the best attractions in the County for visitors & tourists. Mayor Trantalis asked if this funding is open to help fund Fort Lauderdale's Visitors Center as a new line item for the TDC and said he is in favor of the Visitors Center at Lauderdale by the Sea, but then will there be other cities IE: Fort Lauderdale wanting funding for their centers? Mayor Bogen stated this has been a line item for years. Heidi Dennis also wondered if the they would be opening the flood gates for all Visitor Centers to request funding. Discussion ensued.

The TDC Members are behind this project and the TDC members will need to look at the budget at the next meeting with TDC Members in June or a Special meeting with budget in July/Aug to see about funding. Ed Simon mentioned that this funding is not in the budget now and would need to replace something else in order to fund. The center is at 4201 North Ocean Drive and is located one block south of commercial boulevard on AIA.

(b) **Funding the City of Deerfield Beach for the Artificial Reef Project**

A presentation was given by Todd Drosky and staff from the City of Deerfield Beach to the TDC Members and a hand-out was provided to the TDC Members. Discussion ensued.

The TDC Members again are behind these efforts but the TDC must further discuss in the budget meeting with the TDC Members either in June or Special meeting in July/Aug depending on when the budget office is ready with the budget and to address the TDC Members.

Mayor Levy recommended to support the Artificial Reefs Project in Deerfield Beach and to allocate funding to showcase our beautiful reefs and the waterways that truly make a difference. Mayor Trantalis does support the reefs project and the natural resources we have here in Broward County. Ramola Motwani said, we want to support the reefs and this project and asked where is the money coming from, do we need more money?

Again, Ed Simon mentioned that this funding is not in the budget now and would need to replace something else in order to fund. The TDC members recommended to find room to fund the reef project from another source.

Mayor Levy made a motion to request that staff bring back an opportunity to fund broadly destinations investments not just the line item on this particular presentation but the one before it, where we establish a dollar threshold then we could throughout the year supplement even beyond these two requests other opportunities that might come forward so there is that allocated amount of dollars that we could actually use and not take from another allocated pocket if something comes along as exciting and we say there is no money. There was not a 2nd to this motion.

Mayor Bogen said to the TDC Members he wanted to deal with the City of Deerfield Beach Artificial Reef Project at this time.

Mayor Levy made a **MOTION TO SUPPORT** the request from Deerfield Beach & to direct staff to find a way to allocate funds. This Motion was seconded by Cate Farmer. **MOTION PASSED UNANIMOUSLY**

Alan Cohen said if it is the will of this board that the CVB staff while going through the budget process know about this ahead of time then they could make a motion to ask (not direct which is a point of clarification) staff to discuss additional destination improvements. Staff will then advise us what the dollar amount to request to the board throughout the year to support destination improvements whether it is a half a million dollars or a million dollars whatever the ask is, so that staff can support whatever the ask is and what the CVB is

comfortable with and we can vote on that as a discussion in the next TDC meeting.

Mayor Levy **amended the motion** to read **MOTION TO ASK** CVB staff to bring forward together with our budget discussions for the coming year a line item at the recommended dollar threshold for capital destination improvements and this motion was seconded by Mayor Trantalis. **MOTION PASSED UNANIMOUSLY**

At this time Ina Lee spoke to the members that in addition to the 600 thousand dollars annually for infrastructure cultural projects, the way the Arts Group resolved this with the County and which everyone knows in the community that this money is available, there is ½ million or 1 million dollars towards destinations improvements and everyone in the community wanting to give a proposal they then submit their proposals and the group reviews and gives a grading on the proposals and the money is awarded as appropriate, so there is not this piece meal thing awarded all at the same time, and if there is money in the budget to do something like that, this could be a model moving forward in staff looking at the budget and that the county already put into place to fund.

7. <u>Brand Study Presentation</u>

At this time Lisa Hoffman spoke to the members of the TDC.

The Mayor commented on the findings of the brand study presentation and he felt the brand study was missing a discussion of our non-beach/shopping/restaurant and attractions such as sports teams, casinos, performing arts center, natural attractions etc. Lisa responded that this is included in the overall hyper targeted areas and is included and marketed. It is the direction we are headed in the plus more.

Mayor Levy asked about the representation in the brand study on the Midwest looking for a place to go and have we marketed them?

Lisa Hoffman responded they did test the Midwest and what they learned domestically, hyper targeting we can take one message thru social media campaigns with the same image that we used in Boston & New York and there are things we can do to massage it for differences in cultures and expectations in different regions of the US. We do our best to target where we do have direct flights and if there are secondary markets that open, and we do go to those opening and test for results. We know they come here to cruise and to gamble.

At this time Lindsey Norris spoke on Visit Florida and gave an update that there are 8 days left to session and that obviously everyone has seen the headlines, they look terrible. There are two pieces of Legislation important to Visit Florida that are currently being discussed by Florida State Legislature: 1) re-authorization of the organization in totality 2) full-funding allocation of 6 million dollars ask. Things are changing rapidly by the second and we will not know the outcome till probably midnight on May 3rd. Please

contact your legislatures in support of Visit Florida. The Governor is in full support for the funding of this and will fight for us. Ramola Motwani said we must get the message to Tallahassee how important and critical Visit Florida is to us all.

8. **President's Report**

   No President's report.

9. **New Business**

   No new business.

10. **Old Business**

    No old business.

Meeting was adjourned at 11:45am.