



## **Tourist Development Council Marketing Committee**

April 11, 2024 – 2:00 PM

Tourism Development Office, 150 Cocoa Isles Blvd, Suite 401, Cocoa Beach

### **Agenda**

Committee Members: Chair Keith Winsten, Howard Schwartz, Heather Lewis, Mike McBride, Christina Born, Kim Agee, Pam Rothenberg, John Stewart, May Fleming

#### **I. Administrative – Keith Winsten**

- a. Roll Call
- b. Welcome and Introductions
- c. Review of the Role and Purpose of the Committee
- d. Approval of Agenda (Action Item)

Committee Member's request to disclose any conflict of interests with agenda items and/or any business relationships between committee.

- e. Approval of Marketing Committee Minutes of September 21, 2023 (Action Item)
- f. Election of Vice Chair (Action Item)

#### **II. 2023 - 2024 Recap – Peter Cranis/Laura Beebe**

- a. Review of 2023-24 Visitor Study
- b. Review of Current Ad Creative and Media Plans
- c. Discussion of relevant topics going into 2024-25 Planning

#### **III. Public Comment**