



## **TOURIST DEVELOPMENT COUNCIL MARKETING COMMITTEE**

February 4, 2021 – 2:00 p.m.

Government Center, Building C, 3rd Floor, Florida Room, Viera

### **Committee Members:**

Vice Chair Jackie Barker   Bob Baugher   Heather Lewis   Andrea Hill  
Ron Chabot   Tom Williamson   Matt Brandt   Keely Legget

### ***Agenda***

#### **I. Administrative – Jackie Barker**

- a. Welcome and Introductions
- b. Approval of Agenda (Action Item)
  - i. Board Member's request to disclose any conflict of interests with agenda items and/or any business relationships between board.
- c. Approval of Marketing Committee Minutes of October 8, 2020 (Action Item)

#### **II. Cocoa Beach Area Hotel and Lodging Association report – Bob Baugher**

#### **III. Spring Marketing Plan and Branding presentation – Peter Cranis, Charity Stewart, & Barr Agency**

#### **IV. Public Comment**