



TOURIST DEVELOPMENT COUNCIL MARKETING COMMITTEE

April 5, 2022 – 2:00 p.m.

Brevard Zoo, 8225 N Wickham Rd, Melbourne, FL 32940

Committee Members: Chair Keith Winsten, Vice Chair Howard Schwartz, Rob Himler, Mike McBride, Heather Lewis, Debra Green, Christina Born, Karina Connor

Agenda

I. Administrative – Keith Winsten

- a. Welcome and Introductions
- b. Approval of Agenda (Action Item)
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 March 3, 2022 (Action Item)

II. Summer Advertising Campaign Budget – Charity Stewart

III. Market Conditions Discussion

IV. Next Meeting Date May 19th, 2022 at Tourism Development Office

V. Public Comment