



Tourism Development Council Marketing Committee

April 20, 2023 – 2:00 PM

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

Agenda

Committee Members: Chair Keith Winsten, Vice Chair Mike McBride, Howard Schwartz, Courtney Ceo, Heather Lewis, Amy McGrew, Christina Born, Eileen Bentley, Kristen Marshall

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 8, 2023 (Action Item)

II. Summer Advertising Campaign Budget and Plan – Charity Stewart

III. Marketing Carry Forward – Peter Cranis

IV. Cocoa Beach Hotel and Lodging Association Co-op Program – Peter Cranis

V. Market Conditions Discussion – Committee

VI. Public Comment