



Tourism Development Council Marketing Committee

May 18, 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

Welcome and Introductions

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.

Approval of Marketing Committee Minutes of April 20, 2023 (Action Item)

II. Adara Presentation – Leroy Bridges

III. Fiscal Year 2023 – 2024 Marketing Plan Considerations Discussion – Peter Cranis & Charity Stewart

IV. Public Comment