



Tourist Development Council Marketing Committee

September 21, 2023 – 2:00 PM

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

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

Agenda

I. Administrative – Chair Keith Winsten

- a. Welcome and Introductions
- b. Approval of Agenda (Action Item)

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

- c. Approval of Marketing Committee Minutes of July 6, 2023 (Action Item)

II. Discussion of Updated Marketing Plan – Peter Cranis

III. Final Digital and TV Ad Countdown Creative Presentation – Peter Cranis

IV. Beach and Lifeguard Creative Concept Presentation – Peter Cranis

V. Public Comment