



# Broward County

## Legislation Text

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File #: 21-092, Version: 1

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### **Broward County Commission Regular Meeting**

**Director's Name:** Choose a Director.

**Department:** County Commission

### **Information**

#### **Requested Action**

#### **VISIT FLORIDA - VICE-MAYOR UDINE**

***ACTION: (T-5:16 PM) Vice-Mayor Udine referenced Visit Florida, noting that he supports discussing Visit Florida at the next Commission Meeting; however, Vice-Mayor Udine stated that he is unimpressed with Visit Florida's marketing in South Florida. Further, Vice-Mayor Udine expressed that the Greater Fort Lauderdale Convention & Visitors Bureau is doing a better job with target marketing. (Refer to minutes for full discussion.)***