



Broward County

Legislation Text

File #: 21-092, Version: 1

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.)