



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lee County Visitor & Convention Bureau staff appointed to VISIT FLORIDA committees

Six VCB staff and eight local tourism industry partners to serve

LEE COUNTY, FLORIDA – The [Lee County Visitor & Convention Bureau](#) (VCB) is proud to announce that six staff members and eight tourism industry partners have been appointed to [VISIT FLORIDA's](#) industry committees. VISIT FLORIDA is the state's official tourism marketing corporation. Each specialized committee works closely with specific VISIT FLORIDA departments to provide recommendations and industry knowledge to the organization.

The six VCB staff to serve as chair and committee members include:

- **Tamara Pigott**, VCB executive director, Promotions committee. This committee provides input on strategic matters related to VISIT FLORIDA's consumer promotions programs, which include promotions with media partners on market-specific, regional and national basis.
- **Pamela Johnson**, VCB deputy director, Global Travel Trade and Air committee chair, and Marketing Council Steering committee. As chair of the Global Travel Trade committee, Johnson will assess plans to impact consumers through partnerships within the tourism industry, including travel trade and airline partners. The Marketing Council Steering committee provides strategic input from the Florida tourism industry to fulfill VISIT FLORIDA's commitment to being "industry-led."
- **Fran Belasco**, VCB administration director, Cultural, Heritage, Rural and Nature committee. This committee works with VISIT FLORIDA to develop and promote the growing segments of nature-based tourism, cultural heritage tourism and rural tourism.
- **Brian Ososky**, VCB marketing director, Global Media committee. This committee provides insight and feedback on direct marketing to consumers.
- **Francesca Donlan**, VCB communications director, Global Communications committee. This committee provides input on public relations, communications plans, crisis support and planning.

- **Judi Durant**, VCB visitor services director, Visitor Services committee. This committee is an advisory group comprised of Florida tourism industry representatives dedicated to guiding the marketing efforts of VISIT FLORIDA's five official welcome centers and frontline operations.

“The Lee County Visitor and Convention Bureau strives to be a leader in the tourism industry and we are proud to have our employees, as well as our industry partners, serve on the VISIT FLORIDA committees,” said Tamara Pigott, VCB executive director.

Several other Lee County tourism industry partners are also involved with the committees. **Tony Lapi**, president & CEO of Tween Waters Inn Island Resort on Captiva Island, will serve on the Florida Council of Tourism Leaders. Lapi is also a member of the Lee County Tourism Development Council (TDC).

The Cultural, Heritage, Rural and Nature committee will include **Lisa Sbuttoni**, vice-president of community & visitor relations, Edison & Ford Winter Estates. The Global Media committee includes **Michele Frank**, director of sales and marketing, The Westin Cape Coral Resort at Marina Village and **Meredith Rizzo**, social media manager, Pink Shell Beach Resort and Marina. The Global Travel Trade and Air committee will include **Brian Solis**, manager of air service development, Southwest Florida International Airport (RSW). The Industry Relations committee will include **Heather Jenkins**, marketing director, Sunstream Hotels & Resorts. The Promotions committee will include **Stefanie Eakin**, sales and marketing manager, The Westin Cape Coral Resort at Marina Village and **Christopher Reublin**, director of operations Select Vacation Properties.

Committee positions are a one-year term and consist of VISIT FLORIDA board members and partners who have an interest or possess strong knowledge in each specific committee's discipline or product segment.

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[The Beaches of Fort Myers and Sanibel](#) is represented by the [Lee County Visitor & Convention Bureau](#). It serves the broader interests of the Lee County economy by acting as an industry leader to market the entire area globally, and preserve the area's unique attributes for the continual benefit of its residents and the travel and tourism industry.