



TDC MEETING MINUTES

December 8, 2016

Commissioner Pendergrass called the meeting to order at 3:02 p.m. Council members in attendance: René Affourtit, Rob Wells, Mike Gibson, Tony Lapi, Pamela Cronin, Brian Kramer, Colleen DePasquale Fran Myers and Anita Cereceda, Bill Waichulis was excused.

René Affourtit made a motion, seconded by Fran Myers to approve the November 12, 2016 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

- Carolyn Conant, Cape Coral Bike-Ped, reported that the brochure created two years ago with a TDC attractions marketing grant has now been distributed more than 30,000 times at the five welcome centers along the Florida interstate. She looks forward to having the City of Cape Coral represented on the TDC in the near future so she can continue to update the council on the progress of Bike-Ped projects.

Municipalities to be Heard

- Judi Zimomra, City Manager of Sanibel, congratulated Commissioner Cecil Pendergrass on being appointed as the new chairman of the Tourist Development Council (TDC). Zimomra also expressed how appreciative the city was to have received an attractions marketing grant from the TDC for a new heritage and historical biking trail on Sanibel.
- Marty Harrity, City of Sanibel Council Member, introduced himself as the new liaison to the TDC for the City of Sanibel.

VCB Executive Director's Report

- Tamara Pigott reported that the preliminary resort tax collected for October 2016 was \$1,855,285, a 4.6 percent increase over October 2015 preliminary collections of \$1,773,408. Fiscal year-to-date preliminary tourist tax collections are \$1,949,402, an increase of 4.8 percent year-over-year
- STR Report – Occupancy for October stayed at 63.0%, ADR increased by 4.0% and RevPAR was up 3.9%.
- RSW Report – During October 2016, 550,316 passengers traveled through RSW, an increase of 2.7% compared to the same period last year. Year-to-date, passenger traffic is up 3.2 percent from the same period last year.
- Brian Ososky, Visitor & Convention Bureau (VCB) director of marketing, reported first quarter strategies to boost in-season marketing for the destination that included a variety of print, digital and video campaigns. He presented results from this year's Island Hopper Songwriter Fest, discussed the VCB's new Islandology campaign, and shared new brand creative.

New Business

- Fran Myers made a motion, seconded by Pamela Cronin to re-Appoint René Affourtit as the TDC Vice Chair. The motion passed unanimously.

- René Affourtit made a motion, second by Robert Wells to approve the 2017 TDC meeting dates. The motion passed unanimously.

TDC Member Items

- Toni Lapi gave a brief update on enhancements being implemented at the West Wind Inn on Sanibel as well as Tween Waters Inn on Captiva. He was excited to share that Tween Waters Inn will be adding a new pool.

The meeting adjourned at 4:09 p.m. The next TDC meeting will be held on Thursday, January 12, 2017 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.

To view a complete tax collections report, go to www.LeeVCB.com.

Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.