



TDC MEETING MINUTES

February 9, 2017

Commissioner Pendergrass called the meeting to order at 9:02 a.m. Council members in attendance: Rob Wells, Mike Gibson, Tony Lapi, Pamela Cronin, Brian Kramer, Colleen DePasquale, Fran Myers, Bill Waichulis, René Affourtit and Anita Cereceda.

Commissioner Pendergrass presented outgoing TDC Chairman Commissioner Frank Mann with a plaque of appreciation for his service. He then introduced the new Executive Director of the Southwest Florida International Airport and Page Field Airport, Mr. Jeff Mulder.

The TDC recognized 58 participants that recently earned the American Hotel & Lodging Educational Institute's Certified Guest Service Professional (CGSP) designation. Christine Davlin, Nicole King, and Elizabeth Linares, Lee County and VCB customer service trainers, announced that the total number of hospitality graduates to date is 453. Please see addendum #1 for a full list of today's recipients.

René Affourtit made a motion, seconded by Fran Myers to approve the January 12, 2017 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

John Naylor, Executive, Director City of Palms Classic, thanked the TDC for their support and informed everyone the tournament was moved after 22 years from Bishop Verot High School to the new Suncoast Credit Union Arena at Florida SouthWestern State College (FSW). Capacity increased from 2,000 to 3,300 at the new FSW facility.

Municipalities to be Heard

- Kerry Runyon, Parks Superintendent for the City of Cape Coral gave the TDC an update on the events taking place in the city. The 26th Annual Tour De Cape was hosted January 21-22, 2017 which had more than 1,000 participants. She also announced Cape Coral Bike Night will be on February 11, 2017 and the Burrowing Owl Festival will be held on February 25, 2017.
- Judi Zimomra, City Manager of Sanibel, gave an update on their "traffic management initiative". The city is offering a new free street cam app for both Android and Apple mobile devices. Last year the city installed six cameras that provide residents and commuters access to real-time streaming of Sanibel road conditions at key locations.

Special Presentation

- Alison Hoyt, Director of Consulting and Analytics, STR, presented an overview of the Lee County hotel industry. While room demand and occupancy dipped slightly, both ADR and RevPAR increased in 2016. The industry is still at record-setting levels, but growth is slowing. For 2017 STR projects Lee County's average occupancy will decrease 0.5% to 69.3%, ADR will increase 2.8 to \$153.68 and RevPar will increase 2.3% to \$106.46.

VCB Executive Director's Report

- Tamara Pigott reported that the preliminary resort tax collected for December 2016 was \$3,314,913, a 0.3 percent increase over December 2015 preliminary collections of \$3,124,516. Fiscal year-to-date preliminary tourist tax collections are \$7,386,764 an increase of 1.4 percent year-over-year.
- STR Report – Occupancy for December decreased by 6.2%, ADR increased by 1.3% and RevPAR decreased by 5.0%.
- RSW Report – During December 2016, 840,501 passengers traveled through RSW, an increase of 0.6% compared to the same period last year. Year-to-date, passenger traffic is up 2.8 percent from the same period last year.
- Marketing Director Brian Ososky showcased two videos produced by Matador Network, which have already reached 90,000 views on the VCB Facebook page. The videos have been translated into German and Spanish and shared on social channels. Industry partners can imbed them in their social media platforms as well.

Report of the Lee County Sports Development Executive Director

- Jeff Mielke reported year-end highlights for 2016. During 2016, Lee County hosted 139 events resulting in 157,079 hotel room nights sold. Sports visitors in Lee County totaled 147,463, resulting in direct visitor spending of more than \$67 million.

New Business

None to be heard.

TDC Member Items

- Brian Kramer reminded the TDC that the Lee County Hotel Association luncheon will be held on February 23, 2017 at the Holiday Inn Alico.
- Colleen DePasquale reminded everyone that Chrysalis nominations are due by next week. She also mentioned that a 5K has been planned at the Miromar Outlets on March 4, 2017 in memory of Terry Simon. De Pasquale also mentioned all net proceeds will go into an FGCU scholarship fund in honor of Terry Simon.
- René Affourtit reminded the TDC about the Joint Meeting which will be held on March 20, 2017 at Florida SouthWestern University.
- Fran Myers distributed Airport Upates to the TDC.
- Anita Cereceda reminded the TDC about the Shrimp Festival which will be held in Fort Myers Beach on March 11-12, 2017.

The meeting adjourned at 11:05 a.m. The next TDC meeting will be held on Thursday, April 13, 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.