

TDC MEETING MINUTES

June 13, 2019

Rob Wells, vice-chair called the Lee County Tourist Development Council (TDC) meeting to order at 9:00 a.m.

Council members in attendance: John Carioscia, Pamela Cronin, Colleen DePasquale, Brian Kramer, Tony Lapi, Fran Myers and Rob Wells. Commissioner Cecil Pendergrass, Holly D. Smith and Bill Waichulis were excused.

DePasquale made a motion to approve the May 10, 2019, TDC meeting minutes. Myers seconded the motion, which passed unanimously.

Public to be heard

SueAnn Germani, Greater Pine Island Chamber of Commerce, and Mango Queen, DJ Ruscik, announced that the next Mango Mania Festival will be held July 13-14, 2019. Last year more than 10,000 people attended the celebration. Ruscik thanked the TDC for its support of the festival and bestowed an honor on each TDC member.

Municipalities to be heard

None to be heard.

Report of the Executive Director

Tamara Pigott, VCB executive director, reported the preliminary tourist development tax collected for April 2019 was \$3,886,845. Figures represent an 11.1 percent increase over April 2018 preliminary collections of \$3,500,058. Fiscal year-to-date preliminary tourist tax collections are \$30,639,746, a decrease of 0.7 percent year-over-year.

During April 2019, 1,111,558 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 18.3 percent compared to April 2018. Year-to-date, passenger traffic is up 9.7 percent from the same period last year.

Brian Ososky, VCB marketing director, shared updates on this year's summer campaign, "You can't choose your family, but you can choose your family vacation." The campaign features newspaper inserts and radio spots in key drive markets, and an online sweepstakes for a family to win a five-night trip to the destination. He also presented international efforts targeting the German market through Expedia.de, along with a look ahead to the fall campaign "Vacation Vows" targeting couples looking for a low-maintenance getaway to reconnect. Ososky announced that the sixth annual Island Hopper Songwriter Fest will be held Sept. 20-29, 2019.

New Business

Nancy MacPhee, VCB tourism product development manager, requested a transfer of \$136,817.50 from reserves for expenses related to cleanup of red drift algae on Fort Myers Beach in April and May 2019. The TDC recommended that the BoCC approve the VCB's request for a transfer of \$136,817.50 from reserves for expenses related to cleanup of red drift algae on Fort Myers Beach in April and May. Myers

made a motion to approve the request for transfer from reserves for emergency beach cleanup expenditures. Cronin seconded the motion, which passed unanimously.

Lucy Maldonado, VCB fiscal manager, presented the FY 2020 budget report. Myers made a motion to approve the FY2020 budget report. Cronin seconded the motion, which passed unanimously.

TDC Member Items

- Pigott reminded everyone there are no meetings in July and September.
- Myers gave the air service update. Looking forward to RSW updates and airport breaking ground in June 2020 for the new terminal that is expected to be completed in three years. Myers was happy the Roar Offshore power boat races will be back on Fort Myers Beach in October.
- Cronin wished everyone a Happy Father's Day.
- DePasquale requested a resolution from the BoCC and TDC that shows support of Visit Florida. Myers asked DePasquale to be the VCB liaison to the BoCC for Visit Florida. Glen Salyer, assistant county manager, recommended that DePasquale make a motion at the Aug. 8 TDC meeting recommending that the BoCC write a resolution in support of Visit Florida. The resolution would then be submitted for the September BoCC meeting. DePasquale thanked Salyer for his help in organizing the resolution.

Adjourn

The meeting adjourned at 9:51 a.m.

Next TDC meeting

The next TDC meeting will be held at 9 a.m. **Thursday, August 8, 2019**, at the Lee County Admin East building, Conference Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.