

TDC MEETING MINUTES

June 9, 2016

Vice-Chairman René Affourtit called the meeting to order at 8:59 a.m. and led the Pledge of Allegiance. Council members in attendance: René Affourtit, Colleen DePasquale, Bill Waichulis, Mike Gibson, Tony Lapi, Jeff Webb, Pamela Cronin, and Colleen DePasquale. Anita Cereceda was excused.

Bill Waichulis made a motion, seconded by Anita Cereceda to approve the May 12, 2016 TDC meeting minutes. The motion passed unanimously.

Commissioner Mann joined the meeting following the executive report. He was excused.

Public to be Heard

- Jeanne Seehaver, Art Fest Fort Myers, thanked the TDC for their support over the years.
- Jennifer Jennings, Pine Island Chamber of Commerce, reminded the TDC about Mango Mania, July 16-17. She also thanked the TDC for their support.
- Teresa Schober, Friends of Koreshan State Historic Site, presented a clip from a recent documentary film project that tells the story of Southwest Florida's history. The film will be reduced to a 26-minute segment airing on WGPU in the spring.
- Paul Gulbrandsen, the Bailey-Matthews Shell Museum, thanked the TDC for their support and shared information on National Seashell Day, June 20.

Municipalities to be Heard

- None to be heard

VCB Executive Director's Report

- Tamara Pigott reported that the bed tax collections for the month of April 2016 were \$3,368,427, a 0.5% increase over April 2015 preliminary collections of \$3,351,146. Fiscal year over year collections increased 6.2%, with a total of \$28,637,450 collected.
- STR Report – Occupancy for April was up 1.5%, ADR decreased by 2.4% and RevPAR was down 0.8%. Pigott pointed out that Easter was in March this year.
- RSW Report – During April 2016, 900,594 passengers traveled through RSW, a decrease of 0.2% compared to the same period last year. From January through April, 4,079,329 passengers traveled through RSW, a 6.1 percent increase over the same period in 2015.
- Tamara Pigott announced new staff additions: Lesley-Ann Thompson, campaigns and programs marketing manager, Stephanie Wharton, content marketing manager, and Juliana Silva, customer service intern.
- Pigott encouraged the TDC to attend the 2016 Governor's Conference at the Hilton Orlando, September 7-9. The registration deadline is July 15.

New Business

- Commissioner Mann shared that the South Florida Water Management District Board of Directors was meeting in Lee County on June 9. He thanked the Lee County government, the state government, Army Corps of Engineers, and Water Management District for working together to address water quality issues.

- Tim Parks and Tamara Anderson, Lee County Clerk of Courts, gave a presentation on the process and enforcement of the county tourist development tax collection.
- Tamara Pigott presented the FY 2016-17 proposed budget. Pamela Cronin made a motion, seconded by René Affourtit to approve the FY 2016-17 proposed budget. In addition to continuation budgets for VCB operations and Sports Development, the proposed budget also includes a supplemental \$1.55 million which will enhance 2017 winter season marketing, sports event sponsorship, and attractions marketing. The proposed budget will be presented to the Lee County BoCC for final approval.
- Pamela Cronin and Nancy MacPhee asked the TDC to formalize the fiscal year 16/17 Events Marketing funding requests. A total of ten agencies submitted grant requests for the \$200,000 budgeted for this program. Of the 10 requests, the Sanibel Island Writer's Conference was required to submit additional information prior to the TDC Events Marketing subcommittee making a grant recommendation. Pamela Cronin made a motion to recommend granting the Sanibel Writer's Conference \$16,000. The motion passed unanimously with the subcommittee. Pamela Cronin made a motion to formalize the subcommittee's recommendations for all FY2016-17 requests in the amount of \$166,500. Colleen DePasquale seconded. Motion approved unanimously.
- Tamara Pigott asked the TDC for a motion to approve two FY 2016-17 Attractions Marketing requests. Pigott recommended that Southwest Florida Community Foundation be awarded \$250,000 and the Edison & Ford Winter Estates be awarded \$50,000. René Affourtit made a motion, seconded by Fran Myers to approve the recommendations. Motion passed unanimously.

Old Business

- Pamela Johnson gave the final update on the VCB's three-year strategic plan. Critical success factors included increasing the spending to \$3 billion, raising RevPar by 15%, and increasing fall visitation by 15% . The VCB, in partnership with the county will soon develop the next strategic plan.

TDC Member Items

- Colleen DePasquale thanked everyone for a successful Chrysalis Awards. The event had more than 300 participants and 50 tradeshow booths. She gave an open invitation to anyone interested in joining the 2017 Chrysalis committee.
- René Affourtit strongly encouraged TDC members and industry partners to attend the Governor's Conference on Tourism in September. He also gave an airport update on behalf of Fran Myers which included news of the addition of a fourth year-round Air Berlin flight from Dusseldorf, the addition of a Silver Airways nonstop flight to Nassau, Bahamas, and a flight service to Cancun added to Sun Country Airways.
- Jeff Webb reminded everyone of the upcoming LCHA meeting on Thursday, June 23, at the Westin. The speaker will be Commissioner Hammond. Tickets are available on the LCHA website. Webb also shared that his term as an ex-officio TDC member has ended. He thanked the TDC and announced that the LCHA has nominated Brian Kramer, general manager of Hyatt Regency Coconut Point Resort & Spa in Bonita Springs to take his ex-officio position on the TDC.
- Pamela Cronin shared more information on National Seashell Day and that it is not a celebration of shells for one day but also a promotion for the whole summer. Cronin thanked the VCB for their promotional efforts.

The meeting adjourned at 10:45 a.m. There is no scheduled TDC meeting in July. The next regular meeting of the TDC will be held on **Thursday, August 11, 2016 at 9:00 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.