



TDC Meeting Minutes

Oct. 8, 2020

Commissioner Brian Hamman, chair, called the Lee County Tourist Development Council (TDC) meeting to order at 9:03 a.m.

Council members in attendance

Commissioner Brian Hamman, Pamela Cronin, Rexann Hosafross, Tony Lapi, Jon McLain, Brian Kramer, Colleen DePasquale, Bill Waichulis and Robert Wells III.

Fran Myers was excused.

Lapi made a motion to approve the Aug. 13, 2020 TDC meeting minutes. Waichulis seconded the motion, which passed unanimously.

Public to be heard

No public to be heard.

Municipalities to be heard

No municipalities to be heard.

Report of the executive director

Tamara Pigott, VCB executive director, said the preliminary resort tax collected for August 2020 was \$1,977,445, an 8.6% increase over August 2019 preliminary collections of \$1,821,441. Fiscal year-to-date preliminary tourist tax collections are \$36,387,676, a decrease of 11.5% year-over-year.

Pigott also reported that the average occupancy rate in August 2020 was 42.9%, which is down 22.1% from August 2019 (55.1%). The average daily rate for August 2020 was \$122.95, up 6.3% from August 2019 (\$115.68) and RevPAR for August 2020 was \$52.74, down 17.3% from June 2019 (\$63.73).

During August 2020, 231,283 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 56.1% in passenger traffic compared to August 2019. Year-to-date, passenger traffic is down 42% from the same period last year.

Marketing update

Brian Ososky, VCB marketing director, reviewed market indicators and reported that we are in the third "set" phase of recovery efforts. He reviewed the current brand campaign and shared

several examples of integrated media placements. He announced that the new co-op advertising portal will go live later this month and programs for January-September (Q2-4), will be rolled out Nov. 5 with an on-sale date of Nov. 19. Ososky also gave an update on the new Island Hopper Songwriter Fest website, the new visitor guide proposal review and FY21 attractions, events and Beach & Shoreline funding application cycles being complete. He also said the VCB has reimagined its social media boot camp with a three-part virtual series: [Strategy in a Time of Crisis](#), [Emerging Trends & Content Strategy 101](#) and [Advertising Deep Dive](#). Ososky also announced that in place of the VCB's annual sales and marketing meeting, its [virtual Tourism Outlook 2021](#) will take place on Oct. 29. [Click here to view the marketing presentation](#).

New business

The TDC approved sending a letter in support of Cayo Costa State Park's "International Dark Sky Place" designation, amended to solely apply to the state park. Lapi made the motion, which was seconded by DePasquale and carried unanimously.

TDC member items

- Cronin said the Shell Factory & Nature Park will host its third annual Nam-Jam for Vietnam War veterans on Sunday, Oct. 13.
- Kramer informed the council that the Lee Chapter of the Florida Restaurant & Lodging Association (FRLA) will have its October reception at the Hyatt Coconut Point Resort & Spa on Oct. 14 with guest speaker, state Rep. Spencer Roach. Kramer said consumer sentiment around weddings seems to be improving and group business is rescheduling two years out, while social business is rescheduling six to eight months out. Kramer said he is seeing families coming together to vacation at his property.
- Waichulis said he is also seeing family vacations at the Pink Shell Beach Resort & Marina and the booking window is short.

Adjourn

The meeting adjourned at 9:53 a.m.

Next TDC Meeting

The next scheduled TDC meeting is at 9 a.m. Thursday, Nov. 12, 2020, in the Admin East Building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.