



TDC MEETING MINUTES

November 10, 2016

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

René Affourtit made a motion, seconded by Mike Gibson to approve the October 13, 2016 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

- Jack Carver, Florida RV Trade Association, announced that they have an event taking place over the first weekend of December at the CenturyLink Sports Complex. Their big RV Show will take place at the end of January at the Lee Civic Center.
- Lisa Sbuttoni, Edison Ford Winter Estates, thanked the TDC for their support through their grant funding program, and announced that Holiday Nights will begin on Friday, Nov. 25 at 6:00 p.m. with the first-ever lighting of the banyan tree. The TDC is invited to attend the ribbon cutting ceremony for the new pavilion on Sunday, November 13, 2016.

Municipalities to be Heard

- Judi Zimomra, City Manager of Sanibel, congratulated Commissioner Frank Mann on being re-elected for another term, and the City looks forward to working with him.

Special Presentation

- David Gauthier, director of sales and marketing, and Patty George, manager of public relations and marketing communications, Hyatt Regency Coconut Point Resort & Spa, introduced the property's newest amenity – a lazy river. The one-acre expansion will accommodate nearly 300 swimmers, making the complex the largest resort pool scape south of Orlando. The new facility includes a triple waterslide, racing slides, and an inner tube slide which deposits into a lazy river. The lazy river will open to resort guests on Friday, November 18, 2016.

VCB Executive Director's Report

- Tamara Pigott reported that the bed tax collections for the month of September 2016 were \$1,568,954, a 5.2% increase over September 2015 collections of \$1,491,598. Final bed tax collections for FY2016 were a record-breaking \$39.7 million, an increase of 5.2 percent year-over-year.
- STR Report – Occupancy for September was up 0.1%, ADR increased by 4.0% and RevPAR was up 4.1%.

- RSW Report – During September 2016, 391,844 passengers traveled through RSW, a decrease of 3.0% compared to the same period last year. Year-to-date, passenger traffic is up 3.3% from the same period last year.
- KPIs – During September 2016, inquiries were up 46.3%, leads were down 22.5%, and partner referrals were down 23.1%.
- Marcia Wood, DPA, gave the 3rd quarter research report for the summer season. During summer 2016 The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$514 million while visiting – a 3 percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$354.7 million (69 percent of the total). Lee County's lodging industry experienced a year-over-year increase in average occupancy rate but a decrease in average daily rate for the season, translating to only slight growth in revenue per available room (RevPAR)

New Business

- René Affourtit made a motion, seconded by Mike Gibson to approve the final FY 2016-17 budget report. The motion passed unanimously.
- René Affourtit made a motion, seconded by Toni Lapi, to approve the FY 2016-17 Sales & Marketing Plan. The motion passed unanimously.

TDC Member Items

- Pamela Cronin congratulated Commissioner Mann and also expressed her excitement on the destination. She happily enjoys “staycations” in our beautiful county. She also thanked our partners for their hospitality.
- Mike Gibson congratulated Commissioner Mann on his win.

The meeting adjourned at 10:03 a.m. The next regular meeting of the TDC will be held on the afternoon of Thursday, Dec. 8, beginning at 3p.m. at Big Blue Brewing, 4721 SE 10th Place, Cape Coral, FL 33904. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.