



Charlotte County Tourist Development Council

Meeting Minutes

March 11, 2016

B-106 Conference Room

Members Present

Commissioner Chris Constance

Mayor Rachel Keesling

Julie Mathis

Vice Mayor Kim Devine

Kelly Williamson

Robin Madden

Members Absent

Rick Brunette

Kathy Burnam

Judy Malbuisson

Staff Present

Lorah Steiner, Director - Tourist Development

Elizabeth Parker, Admin Svc Coordinator

Lori Tetreault, County Attorney's Office

Guests

Ed Hill, Englewood Chamber of Commerce

Ralph Young, WaterFest

Dana Carr, Air Show

Marion Putman, Charlotte Sun

1. Call to Order

- Commissioner Constance welcomed everyone to the Special TDC Meeting. Roll call was taken, Rick Brunette, Kathy Burnam and Judy Malbuisson were excused. All other members were present.

2. Citizen's Input

- Mr. Hill asked if this Event Application process was a reimbursement program. Ms. Steiner replied no that it would be a check payable to the organizer for the expenses to funded by the EDP.

3. Event and Festival Funding Program Approval

- Ms. Steiner went through the updates to the initial Event Development Program
 - Updates and changes-
 1. \$40,000 is the budget for FY 16
 2. Seventy points is the minimum requirement to receive funding
 3. The organizers should meet with VCB Staff prior to submitting
 4. Add resumes of organizers
 5. Add event insurance requirement – TDC should be named on policy
 6. Change the dates to April 1 through December 15. **POST MEETING NOTE:** The reference to “April 1 through September 30” referred to the remainder of the 2016 Fiscal year.
 7. On Page 3, Under C - Marketing Plan, points should be 10
 8. On Page 9, under Ineligible expense, 5. Take off extra "s" in services
 9. Funding agreement can be done through legal.
 10. Same dates will be done on the second year event application
 11. Add verbiage regarding previous events from past years that have a track record.
 12. Survey added to statement of policies
 13. Page 4: fix the lettering statement of polices take "l: off.
 14. Add language: “event that has not occurred for a least one year is still eligible for funding depending on approval of the council.”
 - Commissioner Constance made a motion and it was seconded by Julie Mathis with one change to add: under – “Statement of policies” add “Survey your event participants and reiterate that the organizers must meet the bureau and attend grant workshop.” This motion was unanimously approved by the council. Ms. Steiner will perfect the document and bring it back to next meeting for review and or changes.

4. Event and Festival Funding Program Approval for Second Year Events

- Ms. Steiner briefly discussed the second year event application guidelines. The second year Application will have the same changes. The council suggested the amount of funding for second year could vary depending on the application submitted. Ms. Steiner will ask Florida Gulf Coast to check on assisting with Event Surveys. Ms. Mathis made a motion to approve and Vice Mayor Devine seconded to approve the second year event application. The information in the application should be the same as first year. The motion passed unanimously.