



## Charlotte County Tourist Development Council

### Meeting Minutes

April 4, 2016

B-106 Conference Room

#### Members Present

Commissioner Chris Constance

Mayor Rachel Keesling

Julie Mathis

Vice Mayor Kim Devine

Kelly Williamson

Robin Madden

Kathy Burnam

#### Members Absent

Rick Brunette

Judy Malbuisson

#### Staff Present

Lorah Steiner, Director - Tourist Development

Lori Tetreault, County Attorney's Office

#### Guests

John Wright, Punta Gorda Chamber of Commerce

#### 1. Call to Order/Roll Call

- Ms. Steiner welcomed everyone to the Special TDC Meeting.

#### 2. Citizen's Input

- Mr. John Wright spoke about the second annual Blues, Brews, and BBQ Event application he submitted to the council for funding. This money is to expand the marketing area for the event. The second event would be Get on Your Feet in August a full weekend extravaganza. This is a Latin inspired event. He went through more details on this event.

### **3. Event Development Applications Review**

- Ms. Devine asked about the timing process for review. Ms. Steiner also mentioned that she believes there will be two more applications that will be sent to the TDC for review.
- The Council went through the application for the Blues, Brews & BBQ Event, all members recorded their scores on the application.
  - a) Ms. Mathis asked about the room nights
  - b) Mayor Keesling suggested sending out a survey to ticket purchasers
  - c) Commissioner Constance suggested adding what was last year's room nights on the application. He also suggested all council members should attend the events the council funds.
  - d) Mayor Keesling asked for more information on marketing and advertising.
  - e) Mayor Keesling inquired about the additional organizational information and support by the City of Punta Gorda mentioned in the application. Mr. Wright said it was for DRC (Development Review Committee – City of Punta Gorda) support only.
  - f) Ms. Steiner reiterated the application must have at least a 70 score to get funding.
  - g) All applications were scored and the application's average score exceeded 70. A motion was made by Julie Mathis and seconded by Robin Madden and unanimously approved to fund the Blues, Brews, BBQ Event. A motion made by Kim Devine and Seconded by Robin Madden and unanimously approved to fund the full amount of \$15,500.00 to the Punta Gorda Chamber.
- The Council went through the application for the Get on your Feet event.
  - a) Commissioner Constance went through the scoring of the application. This application did not meet the requirements for funding.
  - b) Mayor Keesling said she did not have enough information on marketing to give this application a good score. Commissioner Constance asked if the application could be brought back in May. Ms. Steiner suggested that once an application has been reviewed and scored, it should not be brought back again.
- Commissioner Constance said the cutoff date for the applications should be June of that fiscal year but last minute applications can be reviewed if necessary.
- Commissioner Constance adjourned the meeting.