



Charlotte County Tourist Development Council

Meeting Minutes

May 6, 2016

B-106 Conference Room

Members Present

Commissioner Chris Constance

Mayor Rachel Keesling

Judy Malbuisson

Julie Mathis

Vice Mayor Kim Devine

Kelly Williamson

Robin Madden

Kathy Burnam

Members Excused

Rick Brunette

Staff Present

Lorah Steiner, Director, Tourist Development Bureau

Chip Futch, Marketing Director

Jerry Jones, Charlotte County Film Director

Elizabeth Parker, Admin Svc Coordinator

Jennifer Huber, Public Relations Manager

Cindy Mize, Project Manager

Todd Taylor, Fiscal Services

Diane Mitchell, Internal Audit

Jim Finch, Charlotte Harbor Event & Conference Center

Lori Tetreault, County Attorney's Office

Guests

Denise Dull, Charlotte County Hospitality Association

Ed Hill, Englewood Chamber of Commerce

Gary Quill, Punta Gorda Airport

Todd Taylor, Fiscal Services

Katie Varano, Aqua

Dana Carr, Florida International Air Show

Patti Allen – Fishermen's Village

Audrey Bojin – Fishermen's Village

Ralph Young, Waterfest
Matt Nemec, Big Crush
Nick Nemec, Big Crush

1. Call to Order/Roll Call/Meeting Minutes Approval

- Commissioner Constance welcomed everyone. Roll call was taken, all members were present except for Rick Brunette, who was excused. A motion was presented by Julie Mathis and seconded by Vice Mayor Kim Devine and unanimously carried, to approve the minutes as written for the Tourist Development Council Meetings for March 4th, March 11th and April 4th 2016.

2. Citizen's Input

- Denise Dull with the Charlotte Harbor Hospitality Association updated the council on membership which is steadily growing, with 90 members. She said her partnership with the Chambers is so important. The group will be conducting Industry specific training and the next class will be Telephone Etiquette.
- Jim Finch handed out a statistics report on the event center. He went through more details on revenues and bookings. Ms. Steiner asked if he could calculate which bookings were local and which were regional. He said he will look into collecting this information for the next meeting.
- Gary Quill gave a brief overview on the Airport. He said passenger numbers are up again and they have 98,000 passengers year to date.
- Ed Hill mentioned the tourism assembly and the junior naturalist program which will be called Englewood Youth Explorers. He briefly went over some details on this program.
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3. Diane Mitchell – Financial Report

- Diane Mitchell presented the financials. She went through the numbers for March collections which she just received. Collections were up 6% in the 1st quarter. She briefly went through some geographical statistics.

4. Todd Taylor – County Budget Report

- Todd Taylor briefly went through some of the budget numbers, He said all numbers are in line where they should be at this point in the year.
- Vice Mayor Devine agreed with Mr. Taylor's assessment.

5. Lori Tetreault

- Lori Tetreault gave the council a brief overview on the Airbnb situation. This organization has presented an agreement to collect Tourist Tax. She will keep the council and the county commission updated on the progress of this agreement with Airbnb.

6. Changes to Event Guidelines

- Ms. Steiner went through some additional changes that were made to the Event Guideline Application. The changes are listed below:
 - Section B, item number 7, remove the question “When are the advertising/promotions for the Event?”
 - Section C, number 1, delete “an itemized Marketing budget.”
 - Section C, number 3, remove “is it evolving with the room night numbers?”.
 - Section C, number 4, remove “How does the previous year’s marketing plan compare to actual reimbursed expenses?”. A motion was made by Vice Mayor Kim Devine and Seconded by Julie Mathis and unanimously carried to approve these changes to the event application.

7. Director and Staff Reports

- Ms. Steiner briefly went through some of the initiatives she has been working on the past couple of months.
- Ms. Steiner spoke about the Manasota Beach erosion problem. Ed. Hill said Government Affairs is taking over this project to engage the community in efforts to get the erosion fixed.
- Ms. Steiner would like to have an informational workshop to instruct our citizens on filling out the Event Development Program application. She will bring the guidelines back for further review at the July Meeting.
- The Jones Loop and 175 Visitor Center feasibility study numbers should be in shortly. Commissioner Constance briefly spoke on the progress of this project.
- Ms. Steiner met with the new general manager of Phase V. She also met with Funk Fest and Air Show organizers.
- Ms. Steiner briefly talked about the continued work with the “One Community One Message” group.
- The Tourism Luncheon will be held on May 12, 2016 at the Event Center in Punta Gorda and the speaker this year is Emily Ellen, Retro Rad Chef, contestant on the TV show Food Network Star, Cup Cake Wars and winner of Cutthroat Kitchen. This year’s theme is Culinary Tourism.
- Vice Mayor Devine mentioned a new volunteer who will be working with the city of Punta Gorda to coordinate the “One Community One Message” program.

- Ms. Steiner mentioned that the Bradenton Visitor & Convention Bureau might be going to the legislature to ask for TDT Taxes to help pay for Public Safety services. Ms. Steiner wanted to make the council aware of this.
- Mr. Futch showed the members of the Bureau the 60 second video which is on YouTube, and used in social media.
- .Commissioner Constance talked about the monitors just installed in the front lobby of the county administration building. These are informational tools for county citizens and visitors.

8. Event Funding Program Discussion

- Ms. Steiner asked the board members about the funding available from the BOCC and who can apply to the county program and who can apply to the TDC for event development funds. Commissioner Constance said, the question is, if they go to the county can they still apply for funding from the TDC. Mayor Keesling suggested that the council be made aware when these groups go to the board for funding. Ms. Steiner said that she will keep the council posted when these groups do come forward for funding. At the July meeting we will look at BOCC and TDC Applications and compare the two.

9. Event Funding applications review

- Ms. Steiner briefly went through the Event Funding Applications. There are still some edits that need to be made. Ms. Steiner suggested going back to the mission of this program and the council could discuss this program further at the July Meeting. The council members scored the applications that were in the packet. The following is a list of applications that were scored:
 - Big Orange Music Festival
 - Pirate Festival
 - Waterfest
 - Florida International Air Show
- Lori Tetreault counted the scores; the Pirate Fest received a score of 110.29, Big Orange Festival received a score of 114.75, The Airshow scored a 121.88, and Waterfest Scored 103.
- Ms. Steiner mentioned that the next time this process is done there will be a tabulation and score sheet included with the applications.
- All the applications were tallied and scored by Lori Tetreault. A motion was presented by Vice Mayor Kim Devine, and seconded by Judy Malbussion and unanimously approved to accept the scores for the Event Applications submitted.

- Another motion was made by Vice Mayor Kim Devine and seconded by Kelly Williamson and unanimously approved to fully fund these events in the amounts of \$11,500 for Orange Fest, \$20,000 for Pirate Fest, \$20,000 for Waterfest and \$20,000 for the Airshow.
- A motion was made by Mayor Rachel Keesling and seconded by Vice Mayor Kim Devine and unanimously approved to make a request to the BOCC to increase the 15-16 events budget by \$7,000.00 for this year only to cover the Event Applications.

- **Citizens Comments**
 - Dana Carr with the Air Show thanked Ms. Steiner and Chip Futch for all their work in helping with the Air Show.
 - Ralph Young with Waterfest thanked Ms. Steiner and the council for the efforts and their consideration for funding for their event.

- **Council Comments**
 - Julie Mathis said this has been a very good learning experience.
 - Kathy. Burnam thanked Ms. Steiner and the Council for their consideration for funding for the Pirate Festival.
 - Kelly Williamson said she was looking forward to the discussion on the budget at the next TDC meeting.
 - Commissioner Constance suggested having another retreat in September to discuss items that were missed or follow up items on the Event Development application program.
 - Robin Madden said for a new process she feels it is going really well. Islander Properties had a great April this year and the Topical night event at Palm Island Resort netted \$130,000 after expenses.
 - The July meeting will be moved to 2-5p.m.
 - Meeting was adjourned.