



**PUNTA GORDA
ENGLEWOOD BEACH**

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The Charlotte Harbor Gulf Island Coast

Charlotte County Tourist Development Council Meeting Minutes Friday, August 16, 2024

A meeting of the Charlotte County Tourist Development Council was held Friday, August 16, 2024, at Centennial Park, 1120 Centennial Blvd, Port Charlotte, FL 33953.

Members Present

Commissioner Christopher Constance
Councilmember Donna Peterman
Kathy Burnam
Robin Madden
David Haynes
Gary Butler
Kelly Williamson

Members Absent

Keith Farlow
Councilmember William Dryburgh

Staff Present

Claire Jubb, Assistant County Administrator
Glinda Pruitt, Assistant County Attorney
Sean Doherty, Tourism Development Director
Sean Walter, Sales & Sports Marketing Manager
Lois Croft, Public Relations Manager
Maureen Morgenthien, Marketing Manager
Jeff Berg, Meetings Market Sales Manager
Jerry Jones, Film Commissioner
Amy Sharpe, Administrative Services Coordinator
Brynja Phipps, Project Coordinator
Dan Roe, Tax Collector's Office
Elie Fischhof, Fiscal Services
Francine Lisby, Financial Manager
Michelle Oquendo, IT Business Analyst

Guests

Doug Izzo, Englewood Chamber of Commerce
Bob White, Charlotte County Chamber of Commerce
Dave DiMaggio, Aqua Marketing & Communications
Thom Hart, Aqua Marketing & Communications
Lexi Floyd-Nye, Aqua Marketing & Communications
Andrew Hoffman, Aqua Marketing & Communications
Vera Sommer, Sommer Touristik Marketing
Jeff Lustig, Citizen

I. Call to Order & Pledge of Allegiance

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:01 a.m.

II. Roll Call

A quorum was established.

III. Approval of the Agenda

A motion was made by Kathy Burnam and seconded by David Haynes to approve the agenda. Motion carried unanimously.

IV. Citizens' Input

There was no Citizen's input on any agenda items.

V. Approval of TDC Meeting Minutes

A motion was made by Kathy Burnam and seconded by Gary Butler, to approve the June 21, 2024, minutes. Motion carried unanimously.

VI. Tourist Tax Report – Dan Roe

The tax collector report was presented by Dan Roe. Roe reported that 3rd Quarter April-June collections were at \$1,949,333.24. Suspect accounts holding at 565 with 1 new account added in the third quarter. Roe advised that overall collections were up 18%. Roe continued that there are currently 3,031 active properties, with 66 being new and 3 being removed. Amy Sharpe, Administrative Services Coordinator provided a TDT breakdown by zip code.

VII. Budget Report – Elie Fischhof

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are eleven months into the fiscal year with a \$4.8 million budget. Fischhof continued that 90.54% of the budget had been expended with the bulk being interfund transfers. Most of the encumbrances fell within Other Contractual Services and Promo Activities – Advertising. Fischhof also advised the current budget to actual review appears to be in order with a beginning balance of \$6.11 million and actual balance at \$6.7 million. The balance for the 4th and 5th cents appears high at \$5.25 million as the stadium debt is not pulled until the end of the fiscal year.

VIII. Budget Review – Robin Madden

Robin Madden confirmed that the budget looked well and in order.

IX. Presentations

Sean Doherty presented the FY 2025 Budget Presentation. Elie Fischhof presented the fiscal portion of the FY 2025 Budget Presentation.

A motion was made by Gary Butler and seconded by Kathy Burnam, to approve the FY2025 budget. Motion carried unanimously.

Maureen Morgenthien Marketing Manager provided an introduction highlighting marketing accomplishments from FY 2024. Dave DiMaggio, Aqua presented the FY 2025 Marketing Plan Presentation. Andrew Hoffman, Aqua presented the audience targeting portion of the FY 2025 Marketing Plan Presentation. Tom Hart, Aqua presented the FY 2025 advertising plan portion of the FY 2025 Marketing Plan Presentation. Lois Croft, Public Relations Manager presented a recap of the PR highlights from FY 2024 for the FY 2025 Marketing Plan Presentation. Lexi Floyd-Nye, Aqua provided the public relations and social media portions of the FY 2025 Marketing Plan Presentation.

A motion was made by Donna Peterman and seconded by Kathy Burnam, to approve the FY2025 marketing plan. Motion carried unanimously.

X. TDC Dates for FY25

Due to scheduling conflicts for the upcoming year, the TDC was presented with options for the FY25 meeting schedule. Commissioner Constance requested the VCB work with finance to arrange for the use of B106 to streamline the meeting schedule.

A motion was made by David Haynes and seconded by Kathy Burnam, to approve the meeting schedule for the FY25 dates on the third Friday of the corresponding months. Motion carried unanimously.

XI. Director/Staff Report – Sean Doherty

Sean Doherty, Tourism Director, provided a recap of the Tourism Department Board Report. Doherty reported that there is a new Allegiant flight to Savannah, GA. Doherty continued to report that the Punta Gorda Englewood Beach Visitor & Convention Bureau will be sponsoring Englewood Beach Waterfest and the Florida International Air Show. Two new positions are joining the Punta Gorda Englewood Beach team, a Sports Sales Assistant and a Marketing Assistant. Amy Sharpe was promoted to the Sales position and the Administrative role will go out for hire.

XII. Citizen's Comments

Jeff Lustig, Citizen, Former Sunseeker Employee, reported his positive experience in working for Sunseeker. Lustig advised he thinks there is opportunity available to help educate their front line and restaurant staff on what there is to do in the area.

Doug Izzo, Englewood Chamber of Commerce expressed appreciation for supporting Let's Eat Englewood.

Bob White, Charlotte County Chamber of Commerce, shared that on September 27th the Chamber would be celebrating 99 years in business with a big event.

XIII. Council Comments

David Haynes advised they are seeing bookings taking place closer to travel dates with the length of stay being shorter. Tropical storm Debby brought a significant amount of rain to the island and some properties flooded, it was the worst they've seen in 25 years. Eldridge Marina is under contract.

Robin Madden reported the real estate market is facing some major changes due to a settlement taking place with the National Association of Realtors. This will see buyers needing to sign a broker/buyer agreement in order to look at properties.

Kelly Williamson reported the lobby is currently under construction and the library is getting ready to reopen. Soon, Dockside will be closed and remodeled. This means the whole property will have been remodeled within a years' time.

Kathy Burnam reported that Fishermen's Village is still for sale and there has been about 80 parties expressing interest in purchasing the property. The deadline for bids is September 2, things will be narrowed down to the top three, and go from there. There is anticipation that by the beginning of the year things will be underway. Harpoon Harry's is finally receiving their repairs from Hurricane Ian. Overall occupancy and traffic have been good. The Village has also just started a new partnership with a fishing charter as Captain Ralph has discontinued that service.

Gary Butler shared that Peace River Wildlife Center has broken ground on their new center and that the History Park is rebranding as an artisan village. He also reported that the Military Heritage Museum is

doing well. They have seen a 20% increase in admissions since January and that seems to be holding steady.

Councilmember Donna Peterman shared that the City is working very closely with Peace River Wildlife Center on their relocation project.

Claire Jubb conveyed her thanks to the team and recognized Jeff and Jerry with exceptional service awards.

Commissioner Christopher Constance shared that Comedy for a Cause would be taking place in four weeks at The Twisted Fork. He shared that ten individuals will be performing, including Commissioner Tiseo.

XIV. Next Scheduled Meeting

The next scheduled TDC meeting is at 9:00 a.m. Friday, October 18, 2024. The meeting will be held in Conference Room B-106, 18500 Murdock Circle, Port Charlotte, FL 33948.

XV. Adjourn

The meeting adjourned at 11:28 a.m.

Approved