

Sports Committee Minutes
May 12, 2020 – 2:00 p.m.
Conference Call

The TDC Sports Committee met on May 12, 2020 at 2:00 p.m. The meeting was held by Conference Call. Members present were: Chair Brian Anderson, Kevin Cedik, Bill Jurgens, Jaime Teijeiro, Michelle Martindale, Jeff Whitehead. Absent members were: NaSheba Prentis, Rusty Buchanan. TDC Staff present: Peter Cranis, Brian Blanchard, Erinn Stranko, Candace Narmore. Guests in attendance: Dave Berman, *Florida Today*, Kayla Harrison, Holiday Inn Express Palm Bay; Shayla Murray, Tropical Sports; Gene Smith, *Softball Magazine*.

Blanchard stated the May 12, 2020 Sports Committee meeting is being conducted with virtual technology (Due to the COVID-19 virus outbreak, and pursuant to State of Florida, Office of the Governor Executive Order Number 20-69, and in accordance with the rules for communications media technology at section 120.54(5)(b)(2), Florida Statutes).

APPROVAL OF AGENDA:

Board members were asked to disclose any Conflict of Interest with any agenda items and/or any business relationships between the Board. None were disclosed.

ACTION: Martindale moved to approve the May 12, 2020 Sports Committee agenda. Whitehead seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Martindale moved to approve the March 31, 2020 Sports Committee minutes. Teijeiro seconded the motion and the motion was unanimously approved.

REVIEW OF THE FY 2020-2021 SPORTS GRANT GUIDELINES – ERINN STRANKO

Stranko reviewed the proposed changes to the FY 2020-2021 Sports Grant Guidelines.

The Committee was asked if they want to decrease the funding levels grant recipients could receive. Consensus of the Committee was to not make any change to the funding level.

Highlights of the changes discussed are listed below.

Under 2.0 Eligibility:

Remove: Additional funding may be awarded by the Sports Committee for events falling during the off season of September – November or events that have additional Public Relations value.

Add: The report must include verifiable tracking statistics regarding out-of-town visitors and their overall impact on the local economy, particularly on transient lodging facilities and occupancy.

Under 3.0 Available Funding:

Change available budget from \$140,000 to \$100,000.

Remove: Annual funding of this program is subject to the full funding of Sports Committee.

Whitehead recommended that a requirement that organizers be required to follow CDC Guidelines be added to the FY 2020-2021 Sports Guidelines.

Stranko said she could include that verbiage in the agreement with each Organizer.

Whitehead said he thinks it should be in the Sports Guidelines.

4.0 Eligible Use of Funds:

Add: Regardless of the booking method all room nights must be verifiable by the Tourism Development Office staff.

Change: From Two weeks to Thirty (30) days prior to the event start date the Event Organizer/Grantee must provide proof of insurance with names “Brevard County”, and “Florida Sports Foundation” (if a foundation grant is also awarded for), and/or any Brevard Municipality affected as additionally insured, with a minimum liability of \$1,000,000 per occurrence.

6.0 Application Submittal Procedures

Change: Revise dates.

Delete: Events with a short booking window that will be held prior to the dates listed above will be considered on a case by case basis.

Add: New TDO staff contact is Erinn Stranko.

7.0 Evaluation Procedures:

Add: Applications are then reviewed by the Tourism Development Council, and if approved go to the Brevard County Board of County Commissioners for final approval and funding.

9.0 Reporting Requirements:

Delete: Failure to submit a reimbursement request within the allotted timeframe as set forth in these grant requirements will also result in disqualification for future support.

Jurgens recommended that somewhere within the process the applicant should be required to acknowledge they have read and understand the room night reporting requirements.

Stranko said she can work that into the online platform where the applications are accepted. The applicants are also required to sign an agreement which that could be added to as well.

10.0 Reimbursement & Payment Requirements:

The Committee asked that the portion stating “failure to submit a reimbursement request within the allotted timeframe as set forth in these grant requirements will also result in disqualification for future support” be stricken as it has been in section 9.0.

Martindale moved to approve the FY 2020-2021 Sports Grant guidelines with the changes listed above. Jurgens seconded the motion.

Whitehead said he felt strongly that the FY 2020-2021 Sports Grant guidelines need to include a requirement that all applicants must follow CDC Guidelines.

Teijeiro agreed and suggested putting that the applicant needs to comply with CDC Guidelines regarding the hosting of large events or mass gatherings.

Martindale amended her motion to include adding that all grant applicants need to comply with CDC Guidelines regarding hosting of large events or mass gatherings. Jurgens seconded the amended motion. The motion was unanimously approved.

Stranko asked for approval to move the next Sports Committee meeting to July 14. Stranko also asked for approval to move the Sports Committee meeting scheduled on September 16, 2020 to October 21, 2020.

Martindale moved to approve moving the next Sports Committee meeting to July 14, 2020 and also moving the September 16, 2020 Sports Committee meeting to October 21, 2020. Whitehead seconded the motion and the motion was unanimously approved.

The Committee discussed the FY 2020-2021 Sports grant budget. Due to COVID-19 and reduced TDT revenue Staff recommended a 16.7% reduction to next years Sports Grant budget.

Martindale moved to approve a 16.7% Sport Grant budget reduction for FY 2020-2021. Whitehead seconded the motion and the motion was unanimously approved.

PUBLIC COMMENT:

Gene Smith, *Softball Magazine*, stated one issue he wanted to discuss was the lack of communications in last year's Sports Grant program. Smith thanked Staff for the new improved Sports Grant process and increased communication he has received. Smith said one of the problems with the Sports Grant application process in the past is that he was not getting funding approval for his events until the event was open and running. Smith stated that his Spring Training event was not approved by the Board of County Commissioners until the week it was happening. Smith said as a promoter he believes the new process is on the right track. Hotel room night tracking is not hard to do but VRBO room nights are difficult to track. Smith said he puts the Space Coast logo on everything he does.

Smith said the second thing he would like to discuss today is that last year he got caught up in all the new changes and did not get a grant for his Senior Softball Camp. He does two events which

in the past, have both received Sports Grant funding. Those two events are the Spring Training event and Senior Softball Camp. The Senior Softball Camp is hosted one week prior to Thanksgiving. The Senior Softball Camp was a great success but somehow the event got dropped and he was told by Staff that it did not receive Sports Grant funding. Smith said he spent \$35,000 putting on the event and was extremely disappointed to find out he did not receive a grant to help offset some of his costs. Smith said there were 140 participants that stayed on the Space Coast for three days and the event produced 600 room nights. Smith said he assumed he was getting funding support. Only after the event was over did he find out he was getting no funding for this event. Smith said he was here today to ask the Sports Committee to consider giving him financial grant support for the Senior Softball Camp.

The Committee discussed that Smith did receive a grant for Spring Training which was a very successful event. The event he is speaking about is the Senior Softball Camp which Staff could find no application or record of ever receiving.

Cranis said it is unfortunate under previous leadership Smith may have had the impression that any events would be funded automatically without completing a grant application. Cranis said the process that is in place now requires everything to go through the Sports Committee to be eligible for funding. Cranis said the Senior Softball Camp did not submit an application and was not run through the Sports Committee and TDC. It did not get approved by the Board of County Commissioners so there is no way of reimbursing Mr. Smith for this event. The funds are no longer available because they have all been spent.

The Committee discussed that there were a number of Event Organizers that followed the Sports Grant guidelines and filled out the application which were reviewed by the Sports Committee, TDC and Board of County Commissioners who received funding. There was a formal grant process and of course if Staff was aware someone was unaware of the process that person would have been contacted.

Cranis said there was one new applicant and repeat applicants who did go through the application process during the time Mr. Smith should have submitted his application for the Senior Softball Camp.

Teijeiro said his concern is if an event is given funding that did not go through the formal Sports Grant application process it sets a precedent by funding an event after the fact.

Jurgens said if no grant application was submitted there is no way to correct this.

Consensus was that due to the fact Gene Smith did not complete an application and go through the required Sports Grant process there was no way to fund the Senior Softball Camp which took place last November.

Meeting adjourned at 3:30 p.m.