

**Tourist Development Council
January 24, 2024
Brevard County Government Center, Viera**

The Tourist Development Council met on January 24, 2024, at the Brevard County Government Center, Viera. Members present were: Chair Jason Steele, Tom Hermansen, Andrea Young, Keith Winsten, Wayne Soard, Samir Patel, Alex Litras, Julie Braga. Mayor Rob Madina participated via Zoom. TDC Staff present were: Peter Cranis, John Giantonio, Laura Beebe, Candace Narmore.

WELCOME AND INTRODUCTIONS -

Guests present were: Jim Liesenfelt, Assistant County Manager; Alex Esseesse, Deputy County Attorney; Dave Berman, *Florida Today*; Mike McGarry, Office of Natural Resources; Ben Bydalek, Vietnam War Exhibit and Education Center; Elise Vaughn, Melbourne Art Festival; Marilyn Grisby, Cynthia Woznicki, Space Coast Art Festival; Angela McHugh, Rossetter House; Debbie Paule, Hampton Inn Cape Canaveral; Elisa Lewis, Melbourne Community Orchestra; Aaron Collins, Space Coast Symphony; Martha Passaro, Native Rhythms Festival.

AGENDA:

Commissioner Steele asked Board Members to disclose any conflict of interest with agenda items and/or any business relationships between the Board.

ELECTION OF 2024 TOURIST DEVELOPMENT COUNCIL VICE CHAIR

Young nominated Hermansen as the 2024 Tourist Development Council Vice Chair. There were no other nominations.

Young moved to approve Hermansen as the 2024 Tourist Development Council Vice Chair. Winsten seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Young moved to approve the November 15, 2023 Tourist Development Council minutes. Winsten seconded the motion and the motion was unanimously approved.

DIRECTORS REPORT – PETER CRANIS

STR Report: Cranis gave the STR Report. The STR Report was included in the packet.

November 2023 Tourist Tax Collections Revenue Report: Cranis gave the November 2023 Tourist Tax Collections Revenue Report. The detailed report was included in the packet.

December FY 2022-2023 TDC Budget Report: Cranis gave the December FY 2022-2023 TDC Budget and the report was included in the packet.

Tourism Development Council Operating Procedures Manual: Cranis asked the Tourist Development Council to review the Tourism Development Council Operating Procedures Manual which was included in the packet. Cranis said this item will be discussed and voted on at the February meeting.

Committee Appointments: Cranis said the Tourist Development Council Members will be asked to make their Tourist Development Council Committee appointments at the February meeting. Commissioner Steele will be making his Chair appointments to each of these Committees. Cranis said as soon as that is done he will send out that information to Tourist Development Council Members.

MARKETING COMMITTEE: Cranis said the Marketing Committee will review the annual marketing plan and provide recommendations to the Tourism Development Office. The plan for next year will be presented to the TDC in July and after approval will go to the BOCC in August.

The next meeting of the Marketing Committee will be held on April 11, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

CULTURAL COMMITTEE: Cranis said the Cultural Committee had most of its funding shifted by the BOCC to the Lifeguard Program. Cranis said he has some thoughts on what the TDO can do to help those organizations that received funding through the Cultural Grant Program in the past. One of those thoughts which the Cultural Committee and TDC can deliberate on is using some marketing dollars to help those events with marketing and promoting their events. Cranis said that with the \$935,000 being moved out of the Cultural budget there will only be about \$100,000 left in that fund.

Hermansen asked Commissioner Steele if the direction from the BOCC was to move these funds one time or will this be ongoing.

Commissioner Steele stated the BOCC did not discuss if this would be a one time funding of the Lifeguard Program or if it will be ongoing funding of the Lifeguard Program. Hermansen stated as a TDC member he would be supportive of supporting these events even if the TDO goes back to supporting them through direct marketing efforts through the Marketing fund. The next meeting of the Cultural Committee is March 28, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

CAPITAL FACILITIES COMMITTEE: Cranis said the Capital Facilities Committee reviews the Capital Facilities Grant Program applications and make recommendations to the TDC. They also review and make recommendations to the TDC on any out of cycle requests for funding. Cranis

stated he knows of two out of cycle funding requests. The Veterans Memorial Park Amphitheater which received a grant two years ago will be bringing a request for additional funding to the TDC in February 2024. When the Veterans Memorial Pak Amphitheater project bids came in, the construction cost came in much higher than anticipated. There is currently \$7.5 million in the Capital Facilities fund. Another potential project is for funding a Brightline Rail Station in Brevard.

The next meeting of the Capital Facilities Committee is April 4, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

BEACH COMMITTEE:

The Beach Committee, when funding is available, reviews the Indian River Lagoon Grant applications. Last year \$1 million in grant funding was awarded. Cranis explained that last year Brevard County was impacted by several storms which damaged the beaches. The TDO was asked to use most of the Beach funds, including those in reserves, for these beach renourishment projects. The Beach Committee and the TDC will discuss and make a recommendation on whether there will be a Indian River Lagoon grants program next year or if those funds should be put on hold.

The next meeting of the Beach Committee is March 19, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

SPORTS COMMITTEE: Cranis stated that the Sports Committee and TDC will look at whether to change the Sports Grant from a 2 cycle to a 1 cycle program. Cranis said having 1 grant cycle will streamline the process. There will also be a Tier 2 offered which would be for smaller events. The TDO would not award these organizations funding directly but would pay for the facility costs. This program would be for costs of \$5,000 or less.

The next meeting of the Sports Committee is March 13, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

BOARD REPORTS AND OTHER BUSINESS:

Martha Passaro, Native American Rhythms Festival, thanked the Tourist Development Council for their support of Cultural Events funding in the past. She said she was attending today and representing several arts organization who were also in attendance at the TDC meeting. Cultural Organizations have greatly benefited from the TDC Cultural grants over the last decade. Passaro said the TDC Cultural Committee has worked hard and spent many hours in crafting the Cultural Grant Program and application which focuses on heads in beds to satisfy the directive set forth by the TDC and BOCC. This program has been altered over the last 5 years slowly cutting out many of the smaller organizations whose events make our community better and enhance the quality of life. She said she understands that the TDC and BOCC have to make difficult decisions, but she graciously asks that the TDC Keep the Cultural Grant Program intact

even if it means reducing the overall funding amount. Once a program is withdrawn it is very difficult to bring it back. Passaro asked the TDC for continued support.

Meeting adjourned at 3:00 p.m.