



**BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS TOURIST
DEVELOPMENT COUNCIL**

February 10, 2021 – 2:00 p.m.

Brevard County Government Center, Florida Room, 3rd Floor Building C, Viera

Council Members: Chair Tom Hermansen, Vice Chair Andrea Young, Commissioner Bryan Lober, Mayor Rob Medina, Julie Braga, Bob Baugher, Giles Malone, Rebecca Shireman, Keith Winsten

Agenda

I. Administrative – Chair Tom Hermansen

- a. Welcome and Introductions
- b. Approval of Agenda (Action Item)
 - i. Board Member's request to disclose any conflict of interests with agenda items and/or any business relationships between board.
- c. Approval of Tourist Development Council Minutes of January 20, 2021 (Action Item)
- d. Appointment of 2021 Committee Chairs – vote
- e. Appointment of 2021 Committee Members - vote

II. Director's Report – Peter Cranis

- a. STR Weekly Report
- b. December 2020 Tourist Tax Collection Revenue Report
- c. January FY 2020-2021 Tourist Development Council Budget Report

III. Committee Reports

- a. Marketing Committee Report – Chair Bob Baugher
 - i. Spring Campaign/Branding Presentation – Peter Cranis, Charity Stewart, & Barr agency
 - ii. Next meeting of the Marketing Committee is scheduled on April 22, 2021 at the Government Center, Florida Room, Viera
- b. Capital Facilities Committee Report – Chair Giles Malone



- i. Next meeting of the Capital Facilities Committee is scheduled on March 18, 2021, 2:00 p.m. at the Government Center, Florida Room, Viera
- c. Beach Improvement Committee Report – Chair Julie Braga
 - i. 50 Year Beach Budget Plan – Peter Cranis
 - ii. Next meeting of the Beach Committee is scheduled on February 24, 2021, 2:00 p.m. at the at the Government Center, Florida Room, Viera
- d. Sports Committee Report – Chair Keith Winsten
 - i. Next Meeting of the Sports Committee is scheduled on March 3, 2021, 2:00 p.m. Location to be announced
- e. Cultural Committee Report – Chair Andrea Young
 - i. Cocoa Beach Air Show special request for funding – Peter Cranis, Bryan Lilley
 - ii. Next Meeting of the Cultural Committee is scheduled on February 16, 2021, 2:00p.m. at the Government Center, Florida Room, Viera

IV. Board Reports

- a. Other business and TDC Members
 - i. Commissioner Bryan Lober
 - ii. Mayor Rob Medina
 - iii. Bob Baugher
 - iv. Julie Braga
 - v. Giles Malone
 - vi. Rebecca Shireman
 - vii. Keith Winsten
 - viii. Vice Chair Andrea Young
 - ix. Chair Tom Hermansen

V. Public Comment