



**TOURIST DEVELOPMENT COUNCIL
JANUARY 25, 2017 – 2:00 P.M.
GOVERNMENT CENTER, VIERA**

The Tourist Development Council met on January 25, 2017 at 2:00 p.m. The meeting was held at the Government Center, Viera. Members present were: Chairman Jim Ridenour, Vice Chairman PK Kapur, Mayor William Capote, Vice Mayor Walt Johnson, Commissioner Jim Barfield, Tom Williamson, Tim Deratany, Bob Baugher. Absent member was: Laurilee Thompson. TDC Staff present: Eric Garvey, Bonnie King, Candace Narmore, Tiffany Minton, Jeanna Wood, Stacy DeLano, Sesoo Ijir.

WELCOME AND INTRODUCTIONS –CHAIRMAN JIM RIDENOUR

Guests present were: Becky Behl-Hill, Assistant County Attorney; Neil Levine, Brevard Cultural Alliance; Wayne Belden, John Belden, *Space Coast Fun Guide*; Bridget Minnick, District 2 Commission Office; Andrea Hill, Brevard Zoo; Dave Berman, Florida Today; Ray Nau, Consultant.

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: Johnson moved to approve the Tourist Development Council January 25, 2016 meeting agenda with no changes. Barfield seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Johnson moved to approve the Tourist Development Council minutes of December 14, 2016. Baugher seconded the motion and the minutes were unanimously approved.

2017 TDC COMMITTEE APPOINTMENTS:

ACTION: Baugher moved to approve the following 2017 TDC Member Committee Appointments. Kapur seconded the motion and the motion passed unanimously.

Commissioner Jim Barfield appointed:
Marketing Committee – Bonnie Campion
Beach Improvement Committee – Courtney Barker
Cultural Marketing Committee – Rebecca Shireman
Capital Facilities Committee – Tom Vani
Sports Commission – James Alex Goins

Mayor Walt Johnson appointed:

Marketing Committee – John Belden
Beach Improvement Committee – Buzz Petsos
Cultural Marketing Committee – Steve Heron
Capital Facilities Committee – Peggy Busacca
Sports Commission – Michael Cadore

Mayor William Capote appointed:

Marketing Committee – Tres Holton
Beach Improvement Committee – Crystal Phillips-Mustain
Cultural Marketing Committee – Lisa Morrell
Sports Commission – Troy Cox

Laurilee Thompson asked that her appointments be approved:

Marketing Committee – Jackie Barker
Cultural Marketing Committee – Heidi Thamert
Capital Facilities Committee – Marcia Gaedcke
Sports Commission – Nancy Evans

Bob Baugher appointed:

Beach Improvement Committee – Henry Naber
Cultural Marketing Committee – Karen Dooley
Capital Facilities Committee – Tom Hermansen
Sports Commission – Dave Spain

Tim Deratany appointed

Marketing Committee – Mike Wilson
Beach Improvement Committee – Jose Hixon
Cultural Marketing Committee – Liz Lamb
Capital Facilities Committee – Dan Deratany
Sports Commission – Dan Deratany

Tom Williamson appointed:

Marketing Committee – Tom Hermansen
Beach Improvement Committee – Don George
Cultural Marketing Committee – Chris Duri
Capital Facilities Committee – Debbie Knight

PK Kapur appointed

Marketing Committee – Ryan Seeloff
Beach Improvement Committee – Irene Watts
Capital Facilities Committee – Mayor Hal Rose
Sports Commission – Scott McCulloch

Jim Ridenour appointed:

Marketing Committee – Andrea Hill

Beach Improvement Committee – Mitch Varnes
 Cultural Marketing Committee – Landrie Bock
 Capital Facilities Committee – Keith Winsten
 Sports Commission – Meagan Carlon

DIRECTOR’S REPORT – ERIC GARVEY

Garvey gave an overview of the Program/Key Performance Indicator Scorecard as follows:

Scorecard

Program/Key Performance Indicator	Goal	Actual - FYQ1
<i>Tourism Development:</i>		
Tourist Development Tax Growth	+5.3%	14.1%
Tourist Development Tax Collection	\$13,501,935	\$2,608,521
Occupancy Rates	+4.5%	+12%
<i>Promotion and Advertising:</i>		
Awareness - Gross Impressions	2,200 M	550.65M
Efficiency – Total Cost per Thousand Impressions	\$1.65	\$1.12
Efficiency – Digital CPM	\$6.12	\$5.19
Ad Recall	+13%	- ¹
Social Media Engagement – Facebook Net New ‘Likes’	+90,000	+5,183
Website Traffic – All Unique Sessions Growth	+30%	+14.71%
Website Traffic – Organic Unique Sessions Growth	+15%	+172.75%
CRM/E-Mail Lead Generation	10,500	711
CRM/E-Mail Database Growth	+15%	-1.65%
Direct Hotel Booking Revenue	\$480,000	\$22,843
Meta-Search ROI	4:1	1.5:1
<i>Travel Media Relations:</i>		
Earned Media Value	\$2,350,000	\$776,556
Travel Media ROI	15:1	17.6:1
<i>Sports Events:</i>		
New Amateur Events	8	0
Anticipated New Event Room Night	10,000	0

¹Study scheduled for spring 2017 campaign

STR REPORT: Garvey reviewed the December 2016 STR report. The detailed report was included in the packet.

STRATEGIC PLANNING RETREAT AGENDA: Garvey reviewed the Strategic Planning Retreat Agenda. The Retreat will be held on February 1, 2017 at the Courtyard By Marriott, Cocoa Beach.

ACTION: Ridenour requested Quarterly Attendance Reports from TDC Committees.

FINANCE REPORT – STACY DELANO

DeLano reviewed the November 2016 Tourist Development Tax Revenues and the 4th Quarter FY 2015-16 Reconciled Statement of Activities. She stated there was huge jump of 23% in November Tourist Development Tax Revenues over last November. A great start to FY2016-17. Promotion and Advertising expenditures through December 2016 have encumbered 15% of budget and are reporting normally, slightly lagging as expected due to timing. All other expenditures are reporting normally, as well, and overall expenditures have encumbered 5% of the FY2016-17 budget. Detailed reports were included in the packet.

ACTION: Kapur moved to approve the TDC Financial Reports. Williamson seconded the motion and the motion was unanimously approved.

ACTION: Lisa Cullen was asked to come to a TDC meeting to discuss collections.

ACTION: Deratany asked to see how much interest we are getting from Suntrust. Stacy DeLano will get him that information.

MARKETING COMMITTEE REPORT – BOB BAUGHER

Garvey discussed the development of a major professional surfing competition at Sebastian Inlet. This event would be held next January. Garvey said having an event of this caliber will help the TDO to step up the marketing of the area as a world-class surfing destination.

The TDO would work with sports promoter Mitch Varnes in coordinating efforts to organize the inaugural Visit Florida Pro at Sebastian Inlet.

The weeklong event would be a World Surf League qualifying series event for men and women, and would be unusual in the surfing world because the prize money for women would be as much as it is for men. Due to the fact that the prize money will be as much for women as men it should help attract some of the world's top women surfers to the

event, which would be held at the First Peak Wave surf break on the north side of the inlet, just north of the Indian River County line.

Garvey said the funding commitment needed to move forward with this event is \$125,000. These funds would come from the FY 18 TDC Marketing Budget. The sports promoter will get at least \$125,000 in sponsorship match from private/public sponsors.

Proceeds from this event will go to support the First Peak Project.

Garvey stated this event will move forward contingent upon getting matching sponsorship dollars and will be subject to final plan approval by the TDC. Garvey will present the plan within 60 days.

Baughter stated the Marketing Committee met on January 18, 2017. The Marketing Committee recommended the TDC approve the following:

- Approval of the Marketing December 2016 Financial Report
- Approval of the Marketing Assistance/Cooperative Advertising Program Final Reports
- Approval of the Wine Festival Post Event Report
- Approval of \$125,000 from the 2018 TDC Marketing Budget to establish a high-level World Surf League professional surfing event to spotlight the First Peak wave at Sebastian Inlet in January 2018. Funding contingent upon matching sponsorship and subject to final plan approval. Plan to be presented within 60 days.

Barfield moved to approve the Marketing December 2016 Financial Report. Williamson seconded the motion and the motion was unanimously approved.

Capote moved to approve the Marketing Assistance/Cooperative Advertising Program Final Reports. Williamson seconded the motion and the motion was unanimously approved.

Johnson moved to approve the Wine Festival Post Event Report. Kapur seconded the motion and the motion was unanimously approved.

Deratany moved to approval of \$125,000 from the 2018 TDC Marketing Budget to establish a high-level World Surf League professional surfing event to spotlight the First Peak wave at Sebastian Inlet in January 2018. Funding contingent upon matching sponsorship and subject to final plan approval. Plan to be presented within 60 days. Kapur seconded the motion and the motion was unanimously approved.

Marketing Update: Minton gave an overview of Project Time Off. Project time off starts January 31 which is National Plan for Vacation Day. Approximately 55% of Americans failed to use all of their time off last year which is a staggering 658 million days. The TDO will have developed interactive landing pages discussing what holds people back from traveling. To promote this event, the TDO will have a Create and Win your Dream Vacation Sweepstakes. An Email campaign will promote it. The winners will be announced live on Facebook on March 15. In order to enter, the person has to like the TDO FB fan page to learn that they won. Minton presented the Project Time Off video.

Sales Action Team and Film Update: King gave the Sales Action Team and Film update. A detailed report was included in the packet.

December 2016 PR Newswire Report: King stated all TDC members should have received the December 2016 PR Newswire Report via e-mail.

Chair Report: Ridenour voiced concern about House Speaker Richard Corocran and others wanting to consider changes to the TDC Tax law and especially the expansion and authorized use of the tax.

Williamson also voiced concern and said the Tourism Industry must adamantly oppose any changes to the TDC Tax law especially any expansion of authorized use of the tax.

Capote recommended enlisting the support of the BOCC, EDC's, League of Cities to work with the Tourism Industry on this issue.

Meeting adjourned at 5:00 p.m.