



**TOURIST DEVELOPMENT COUNCIL
NOVEMBER 16, 2016 – 2:00 P.M.
HOLIDAY INN VIERA CONFERENCE CENTER, MELBOURNE**

The Tourist Development Council met on November 16, 2016 at 2:00 p.m. The meeting was held at the Holiday Inn Viera Conference Center, Melbourne. Members present were: Chairman Tom Williamson, Vice Chairman Jim Ridenour, Mayor Walt Johnson, Mayor William Capote, Bob Baugher, Laurilee Thompson, Tim Deratany, Puneet Kapur. Absent Member: Commissioner Jim Barfield. TDC Staff present: Eric Garvey, Bonnie King, Tom Bartosek, Candace Narmore, Stacy DeLano, Deborah Webster, Danny Czerwinski, Tiffany Minton, Jeanna Wood.

WELCOME AND INTRODUCTIONS –CHAIRMAN TOM WILLIAMSON

Guests present were: Becky Behl-Hill, Assistant County Attorney; Bonnie Champion, Space Coast Advertising; Ray Nau; Mike McGarry, Brevard County Office of Natural Resources; Dave Seehafer, Boards and Waves Expo; Kathy Engerran, Brevard Cultural Alliance; John Belden, Wayne Belden, *Space Coast Fun Guide*; Liz Alward, District 2 Commission Office; Marshall Hooks, Cocoa Beach Chamber CVB; Dave Berman, *Florida Today*; Samantha Senger, City of Cocoa; Neta Harris, Brevard Nature Alliance; Commissioner Curt Smith, District 4 Commissioner Office; Brenden Butler, Comfort Inn and Suites.

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: Baugher moved to approve the Tourist Development Council November 16, 2016 meeting agenda with no changes. Ridenour seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Johnson moved to approve the Tourist Development Council minutes of July 27, 2016. Ridenour seconded the motion. Ridenour requested the legal opinion from the County

Attorney regarding using tourist tax funds to fund the Bike Share program be included in the July 27, 2016 minutes. The minutes were unanimously approved with the change listed above.

DIRECTOR'S REPORT – ERIC GARVEY

Tax Revenue Report: Garvey gave the Budget vs. Actual Tourist Tax September 2016 Report. A detailed report was included in the packet.

September 2016 Tourist Tax Data Analysis: A detailed report was included in the packet.

Quarter 1 Expenditure Detail Report: De Lano presented the Quarter 1 Expenditure Detail report. The detailed report was included in the packet.

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

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

Strategic Planning Retreat: Garvey stated a Strategic Planning Retreat will be held. Bob Kodzis with Flight of Ideas will be the facilitator. The objective of the meeting is to set the long-term direction for the Tourism Development Council and Tourism Development Office by establishing priorities which will:

- 1) guide the Council's recommendation for potential changes to the local tourist tax plan;
- 2) create a policy and process for considering capital facility projects

TDO staff will contact your to setup a date for the Strategic Planning Retreat.

MARKETING COMMITTEE REPORT – BOB BAUGHER

Marketing Update: Minton presented samples of several TDO ads.

Marketing Committee Meeting Report: Baugher reported the Marketing Committee met on November 1, 2016. Marketing Committee Members recommended approval of the Financial Report and the Quarter 4 Expenditure Detail.

ACTION: Baugher moved to approve the Promotion and Advertising Financial Report and the Quarter 4 Expenditure Detail. Ridenour seconded the motion and the motion was unanimously approved.

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

November 2016 PR Newswire Report: King gave the November 2016 PR Newswire Report.

Dashboard Presentation: Webster gave a presentation showing examples of TDO dashboard. The management information systems, the dashboard is "an easy to read, often single page, real-time user interface, showing a graphical presentation of the current status (snapshot) and historical trends of tourism statistics. Our tourism partners will be able to access the dashboards to review key performance indicators.

Webster explained dashboards provide simple tools for viewers to view research findings in a way that is visual and interactive but requires no special training. Tourism Partners will be able to access these dashboards.

SPORTS COMMISSION – TOM WILLIAMSON

Sports Tourism Marketing Strategy: Garvey gave an overview of the TDO Sports Tourism Marketing Strategy as follows.

Event Recruitment

- **USSSA** - 75,000 RN per year
- **Soccer** – *November, January, May* – Target 4 events, 2,000 RN
- **Lacrosse** – *January, February* – Target 2 events, 1,000 RN
- **Rowing/Crew** – *January, February* – Target winter training, 1600 RN
- **Swim Training** – *January, February* - Target winter training, 1600 RN
- **Beach Volleyball** – *May, June, August* - Target 6 events, 2400 RN
- **Golf** – *December, January, February, June* – Target 3 events, 1,000 RN
- **Running/Triathlons** – *January, February, April, May, October, November*
- **Surfing** – *December, January* – Target 2 events, 2,000 RN

Total 88,600 Room Nights per year

Up to **\$50,000** will be budgeted to support this program

Event Support

Event support is mostly needed for on-site coordination of field use. We will focus all field use activity to county-owned park facilities and utilize Brevard County Park employees to provide the necessary event support. Specific Brevard County Parks employees will be identified and receive an increase in pay grade (and training if necessary) to ensure professional service delivery. The Space Coast Office of Tourism will pay the additional hours required for this service, projecting an annual event support cost of **\$15,000 per year**

Event Housing

- Regatta Travel Solutions - 8% Commission for turnkey service
- 4% Event Incentive – August-January
- 2% Event Incentive – February-July

Event Incentives

- 2% or 4% of hotel room revenue booked through Sports Housing Bureau
- Florida Sports Foundation Grants through Space Coast TDO

Example:

- Chiro Games, November 5th-8th
- 1,600 room nights x \$110 room rate = \$176,000 room revenue
- 12% Total Commission on Event Room Revenue
- Chiro Games Incentive 4% - \$7,040

(Current Incentive is \$7,000 Bid Fee and \$3,000 Facility)

Williamson said a Regatta Representative will come down to meet with Tourism Industry Partners to explain the way the system will work and answer any questions or concerns about using this system.

Sports Commission Meeting Report: Williamson reported the Sports Commission met on November 10, 2016. Marketing Committee Members recommended approval of the Sports Tourism Marketing Strategy and the FY 2016-17 Sports Budget.

ACTION: Baugher moved to approve the Sports Tourism Marketing Strategy and the FY 2016-17 Sports Budget. Ridenour seconded the motion and the motion was unanimously approved.

BEACH IMPROVEMENT COMMITTEE – LAURILEE THOMPSON

Beach Renourishment Update: Mike McGarvey, Office of Natural Resources, gave an update on the beach renourishment program.

Indian River Trail Update: Garvey stated the TDC, Southeast Volusia Advertising Authority, Indian River County Chamber of Commerce, St. Lucie County Tourism Development Council, and Martin County Office of Tourism and Marketing have come together to and will become members of the Indian River Lagoon Innovators and Investors network (IRLI). We will work together with the IRL NEP and its partners to protect, support and promote the Indian River Lagoon, its unique local communities, and tourism destinations to become a recognized leader in coastal conservation and tourism excellence.

OTHER BUSINESS AND TDC MEMBER REPORT:

Meeting adjourned at 4:00 p.m.