



**TOURIST DEVELOPMENT COUNCIL
DECEMBER 14, 2016– 3:00 P.M.
COURTYARD BY MARRIOTT, COCOA BEACH**

The Tourist Development Council met on December 14, 2016 at 3:00 p.m. The meeting was held at the Courtyard By Marriott, Cocoa Beach. Members present were: Chairman Tom Williamson, Vice Chairman Jim Ridenour, Laurilee Thompson, Mayor Walt Johnson, Commissioner Jim Barfield, Bob Baugher, Puneet Kapur, Tim Deratany. Absent member was: Mayor William Capote. TDC Staff present: Eric Garvey, Bonnie King, Tom Bartosek, Candace Narmore, Stacy DeLano, Danny Czerwinski, Jeanna Wood, Deborah Webster.

WELCOME AND INTRODUCTIONS –CHAIRMAN TOM WILLIAMSON

Guests present were: Assistant County Manager, Venetta Valdengo; Becky Behl-Hill, Assistant County Attorney; Neta Harris, Brevard Nature Alliance; Neil Levine, Brevard Cultural Alliance; Linda Brandt, Brandt Ronat; John Belden, Wayne Belden, *Space Coast Fun Guide*; Lori Helton, District 3 Commission Office; Mike McGarry, Brevard Natural Resources; David Poston, Port Canaveral; Jennifer Sugarman, Marshall Hooks, Cocoa Beach Chamber; Keith Winsten, Andrea Hill, Brevard Zoo; Danny Cruden, Sunrise Marina; Richard Pazmino, Holiday Inn Viera Hotel and Conference Center; Brad Swezey, Heads in Beds Marketing; Dave Berman, *Florida Today*; Brenden Butler, Comfort Inn Cocoa Beach.

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.

Baugher asked to amend the agenda adding a talking point to discuss the TDC Executive Director Compensation and job performance.

ACTION: Ridenour moved to approve December 14, 2016 agenda adding a talking point to discuss the TDO Executive Director Compensation and job performance. Kapur seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Johnson moved to approve the Tourist Development Council minutes of November 16, 2016. Baugher seconded the motion and the minutes were unanimously approved.

ELECTION OF OFFICERS:

ACTION: Johnson moved to approve Ridenour for Chair and Kapur for Vice-Chair. Thompson seconded the motion and the motion was unanimously approved.

Ridenour will Chair the remainder of the meeting.

TDO DIRECTOR COMPENSATION AND JOB PERFORMANCE DISCUSSION :

Baugher said he is extremely happy with Garvey's job performance and he wants to make sure the TDO does not lose him.

Johnson suggested the TDO review other Tourism Development Offices with similar size. In addition, Baugher would like the TDC to review the Executive Director performance every two years.

Baugher said his proposal is to go out and research what other areas are paying their Executive Directors. Baugher asked what was appropriate to do, either direct staff or should the TDC do it?

King said staff could get the information through FADMO and DMAI.

Appoint a Committee to include one TDO staff that is not affected.

Commissioner Barfield recommended having Jerry Visco with Human Resources sit on the Committee.

Baugher said he would be happy to serve on the Committee.

Ridenour asked for the pleasure of the Board.

Barfield recommended having one TDC Member along with other people and a representative from Human Resources serve on the Executive Director Compensation and Job Performance Committee. The Committee would bring back the information and their recommendations to the TDC.

Baugher said he would be willing to serve on the Committee.

Johnson made a motion for Baugher to form Executive Director Compensation and Job Performance Committee which will include Baugher as Chair, a representative from County Human Resources and others as needed. The Committee will bring back the information and their recommendation to the TDC. Williamson seconded the motion and the motion was unanimously approved.

DIRECTOR'S REPORT – ERIC GARVEY

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

Quarter 1 FY 2016-17 Expenditure Detail: DeLano presented the Quarter 1 FY 2016-17 Expenditure Detail. A detailed report was included in the packet.

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

STR Report: Garvey reviewed the October STR report. A detailed report was included in the packet.

Strategic Planning Retreat: Garvey stated the Strategic Planning Retreat will be held on February 1, 2017 at the Courtyard By Marriott, Cocoa Beach from 8:30 a.m. to 4:00 p.m.

MARKETING COMMITTEE REPORT – BOB BAUGHER

Garvey gave an update on Surfing Santa.

King gave the Sales Action Team and Film update.

King gave the November 2016 Butin PR Newswire Report. A report was included in the packet.

Short Term Rental Discussion:

Ridenour asked if there are any restrictions on Short Term Rentals in Brevard County.

Garvey stated that all Short Term Rentals including Air Bnb Rentals must be in compliance with all local ordinances and State Licensing. There are areas within Brevard County that do not allow Short Term Rentals. The Brevard County Tax Collector has the responsibility to ensure compliance with the ordinance and to protect the interests of the citizens of Brevard County through audit and enforcement procedures.

Deratany said it is becoming a big issue. Deratany asked who is in charge of enforcing when there is someone renting a Short Term Rental illegally.

Commissioner Barfield stated Code Enforcement is in charge of enforcement. Short Term Rentals are not allowed in Merritt Island.

Deratany requested a copy of the ordinance.

Garvey is working with Planning and Zoning on this issue. He will forward a copy of the ordinance to Deratany.

Hotels have certain safety requirements they have to meet.

State Licensing does require an inspection of Short Term Rentals; however this only happens one time.

Garvey stated Brevard County has an agreement with Air Bnb that they will collect the tax on all Short Term Rentals they sell in Brevard County. This agreement can be cancelled in 30 days if for any reason it becomes problematic.

Deratany suggested setting up a Committee to review what the county has done and make recommendations; and then have something that can be recommended to all of the other government entities in Brevard County.

Baughner said he was told that the Tourist Development Council is allowed to recommend how the tax is spent.

Deratany asked where in Brevard are Short Term Rentals allowed.

Behl-Hill said from looking at the ordinance the only areas Short Term Rentals are allowed is beachside.

BEACH IMPROVEMENT COMMITTEE REPORT – LAURILEE THOMPSON

Thompson stated the Beach Improvement Committee met on December 6, 2016. The consensus of the members at the Beach Improvement Committee was to recommend the TDC approve the Beach Improvement Financial report and the FY 2016-17 Beach Budget. Detailed reports were included in the packet.

Thompson moved to approve the TDC Beach Improvement Financial Report and the FY 2016-17 Beach Improvement Budget. Johnson seconded the motion and the motion was unanimously approved.

Beach Renourishment Update: Mike McGarry, Office of Natural Resources, gave a Beach Renourishment Project update. A detailed report was included in the packet.

Indian River Lagoon Trail Concept: Garvey gave an overview of the Indian River Lagoon Trail Concept. Highlights are listed below.

Objective:

Support health and restoration of the Indian River Lagoon estuary system as a five county region through promotion of established Environmental Education Centers.

Request:

- Recognition as a new member of IRLI²
- Letter of Support
- Authorization for staff to work in partnership

Next Steps:

- Pursue Visit Florida Support
- Convene a Task Force
- Develop Scope of Work for Creative Development

TDC COMMITTEE CHAIR APPOINTMENTS – CHAIR JIM RIDENOUR

TDC Chair Jim Ridenour appointed the following TDC Committee appointments: Marketing Committee – Bob Baugher; Capital Facilities Committee – Mayor William Capote; Beach Improvement Committee – Laurilee Thompson; Sports Commission – Tom Williamson; Cultural Committee – Puneet Kapur.

Meeting adjourned at 4:00 p.m.