



**TOURIST DEVELOPMENT COUNCIL
FEBRUARY 22, 2017 – 2:00 P.M.
COURTYARD BY MARRIOTT, COCOA BEACH**

The Tourist Development Council met on February 22, 2017 at 2:00 p.m. The meeting was held at the Courtyard By Marriott, Cocoa Beach. Members present were: Chairman Jim Ridenour, Tom Williamson, Commissioner Jim Barfield, Mayor Walt Johnson, Mayor William Capote Bob Baugher, Laurilee Thompson, Tim Deratany, Puneet Kapur. TDC Staff present: Eric Garvey, Bonnie King, Tom Bartosek, Candace Narmore, Stacy DeLano, Tiffany Minton.

WELCOME AND INTRODUCTIONS –CHAIRMAN JIM RIDENOUR

Guests present were: Becky Behl-Hill, Assistant County Attorney; Mike McGarry, Office of Natural Resources; Theresa Lopez, Sam Lopez, United Third Bridge and Puerto Rican Chamber of Commerce; Neil Levine, Brevard Cultural Alliance; John Belden, Wayne Belden, *Space Coast Fun Guide*; Samantha Senger, City of Cocoa, Audrey Gleason, League of Women Voters.

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 February 22, 2017 meeting agenda with no changes. Kapur seconded the motion and the motion was unanimously approved.

APPROVAL OF MINUTES:

ACTION: Thompson moved to approve the Tourist Development Council minutes of January 25, 2017 with the correction Jim Ridenour chaired the meeting. Williamson seconded the motion and the minutes were unanimously approved.

2016 TDC BOARD MEMBER COMMITTEE APPOINTMENTS:

Tim Deratany

- Sports Commission – Jarin Eisenberg
- Capital Facilities Committee – Ray Nau

ACTION: Williamson moved to approve Tim Deratany appointments as listed above. Baugher seconded the motion and the motion was unanimously approved.

TDO DIRECTOR COMPENSATION AND JOB PERFORMANCE COMMITTEE – BOB BAUGHER

Baugher stated the TDO Director Compensation and Job Performance Committee met on February 7, 2017. Baugher stated a full report will be presented at the March 22, 2017 TDC meeting.

DIRECTOR'S REPORT – ERIC GARVEY

JANUARY STR REPORT: The STR Report for January 2017 indicates another upside surprise in tourism across the county. County-wide hotel Room Revenue was up 17.5%, Room Demand up 10.5% and Occupancy Rates increased 8.5%. Titusville had the largest increase in Occupancy Rate at +15.7% likely due to the success of the Space Coast Birding & Wildlife Festival. Cocoa Beach had the largest increase in RevPAR with a 12.2% increase in Occupancy and a 4.7% increase in ADR. The outlook for the spring season is strong as our marketing campaigns ramp up targeting the elevated interest in travel and travel planning.

GOVERNOR SCOTT VISIT: Garvey thanked TDC for attending Governor Scott's press conference with Visit Florida CEO Ken Lawson at the Brevard Zoo. Besides the political discourse, it was great to have the Florida tourism announcement of record visitation, and be able to highlight our own successful 2016 with leading tourism growth metrics of Room Demand – up 6.9% - and RevPAR up 14%. The show of support by our local tourism community was important as Governor Scott continues to fight against the elimination or cut of budget to Visit Florida and Enterprise Florida.

LEADERSHIP RETREAT FOLLOW-UP: The TDO has a summary report from the Leadership Retreat activity. Overall, Garvey stated he felt like the retreat was a success and gave us the priorities and direction to focus on. We are developing a plan outline to address the priorities which include greater focus on promotion and advertising with better brand alignment with space activity, public education of the benefits of tourism and the activities of the TDC/TDO, and information to elected officials with a clear and concise message.

In addition, TDO Staff has taken the recommendation for the re-allocation of the fourth cent and are developing the language to change the local tourist development tax plan. That will come to you at a future meeting for approval, then it will be sent to the Board of County Commissioners for their approval, requiring majority plus one.

LORI WILSON PARK: Beth Lemke has been contracted to be the Project Manager of the public input phase of Lori Wilson Park. We will be circulating a "vision" document and planning small stakeholder meetings to begin the process of public input. This will take place over the next 45 days.

RESEARCH: Deborah Webster has been working with Dr. Mike Slotkin to develop a survey tool which will feed data for economic impact analysis. This guest survey will launch in beta test over the next 60 days. Dr. Slotkin is working on a study publication schedule, with the first report due in October. I expect this report will give us a deep analysis of the passenger cruise business.

DINOSAUR MUSEUM IN COCOA BEACH: The Dinosaur Museum is expected to open on April 22, 2017.

CAPITAL FACILITIES PLAN: We are developing a policy and process to evaluate and recommend for approval a the Capital Facility projects evaluated in Dan Martin's tourism product assessment. This will go through the Capital Facilities process. I expect this to take place over the next 30-60 days.

FLORIDA PRO SURF EVENT: The TDO is securing the \$125,000 in private sponsorship to match with the marketing funds to secure the event. The event will be a World Surf League QS 4000 level, the highest level event on the east coast. So far there are \$80,000 in firm commitments and \$50,000 more in tentative commitments. TDO Staff are developing a solid plan for the event which includes possibly aligning with the Florida Surf Museum as the non-profit event owner. The date for the event is January 2018.

SPORTING EVENTS: The TDO has secured the first new sports event under our new strategy. In July the TDO will host a Major Beach Soccer tournament on Cocoa Beach. The event should draw 80 teams and generate around 500 room nights. TDO Staff are also working on several other opportunities including 7 v 7 football and bowling.

INDIAN RIVER LAGOON ECO-TRAIL: TDO Staff have met with counterparts in Martin County and St. Lucie County to begin securing partnership for this initiative. Staff also has upcoming meetings with Indian River County and South Volusia County over the next two weeks, then will plan next steps to align with IRL NEP and begin program development.

FINANCE REPORT – STACY DELANO

TOURIST DEVELOPMENT TAX REVENUE: De Lano stated tax revenues continue to be strong with collections from December 2016 at \$968,631 or 16% over last year and 14% over budget. For the fiscal year-to-date, collections are 17% ahead of the same period last year and 16% or \$366,156 over budget.

De Lano also reported that Promotion and Advertising expenditures through January 2017 have encumbered 22% of the budget. All other expenditures are reporting normally and the timing gap is beginning to close as we move into the second quarter of FY 2016-17. Total expenditures have encumbered 8% of the FY 2016-17 budget. A detailed report was included in the packet.

ACTION: Kapur moved to approve the Financial Report. Thompson seconded the motion and the motion was unanimously approved.

MARKETING COMMITTEE REPORT – BOB BAUGHER

MARKETING UPDATE – TIFFANY MINTON

Minton gave a marketing update. The Project Time Off (PTO) campaign has been performing very well since the launch on Jan. 30. The TDO has over 700 entries for the Dream Vacation giveaway. There have been over 1.2 Million PTO video views and roughly 40k sessions across the Cocoa Beach and Melbourne & the Beaches PTO landing pages. Organically, the TDO has increased Facebook page likes by 2.6k and the reach was 900k for the month of January. Lastly, the Room Knights booking engine numbers:

- January 1-31: 116 room nights; \$15,341.62 in room revenue
- Feb 1-13: 78 room nights; \$12,908.85 in room revenue

Ridenour asked for an update on the Vacation Planner.

Garvey said the Vacation Planner will be brought in house. The layout and production of the Vacation Planner will be done in house.

Ridenour asked if there will be advertising in the Vacation Planner.

Garvey said there should be a way to work out allowing for advertising in the Vacation Planner. The 2018 Request for Proposal will become a printing job as opposed to a production and printing job.

SALES ACTION TEAM UPDATE: King gave the Sales Action Team update. A detailed report was included in the packet.

JANUARY 2017 PR NEWSWIRE REPORT: King gave the January 2017 PR Newswire Report. King presented the highlights. A detailed report was e-mailed to TDC Members.

SPORTS COMMISSION – TOM WILLIAMSON

Ridenour said he would like to know what scheduled sporting events were happening. This would be helpful to hoteliers.

TDO Staff is currently gathering that information.

ACTION: TDO Staff were asked to get a schedule of sporting events being held at all County and City facilities.

CULTURAL EVENTS COMMITTEE REPORT – JIM RIDENOUR

Neil Levine, Brevard Cultural Alliance, gave a presentation on the 2nd Annual Art of Sustainability. The event will start on March 25. The event begins at Palm Bay City Hall from 10am to 4pm, featuring massive kinetic sculptures, exciting Family Fun Day activities and Green talks. Admission is FREE and children are welcome!

The Art of Sustainability is an engaging community and family event with activities which focus on issues of sustainability and environment. At the center of the Art of Sustainability will be a fascinating exhibition of large-scale kinetic art.

The Art of Sustainability Family Fun Day will feature performances by Heather Henson's IbeX Puppetry, family fun crafts and activities, interactive stations, kite crafting and flying, food trucks, free face painting and massive kinetic sculptures towering up to 35ft tall.

This year's Green Talks will feature noted speakers from Florida Tech, Brevard Zoo and Stetson University. The talks provide a unique opportunity for attendees to actively engage in discussions about the Indian River Lagoon and other pressing environmental issues.

BEACH IMPROVEMENT COMMITTEE – LAURILEE THOMPSON

Mike McGarry, Office of Natural Resources, gave an update on the beach renourishment report.

CHAIR REPORT – JIM RIDENOUR:

Ridenour encouraged TDC Members to attend Florida Tourism Day in Tallahassee on March 14, 2017. The Tourism Industry needs to let it be known that they oppose House Speaker Richard Corcoran proposal that would abolish the state's economic development agency, Enterprise Florida, and the state's tourism marketing arm, Visit Florida.

Meeting adjourned at 4:00 p.m.