



**TOURIST DEVELOPMENT COUNCIL  
APRIL 26, 2017 – 2:00 P.M.  
HOLIDAY INN EXPRESS SUITES, PALM BAY**

The Tourist Development Council met on April 26, 2017 at 2:00 p.m. The meeting was held at the Holiday Inn Express & Suites, Palm Bay. Members present were: Vice Chair Puneet Kapur, Tom Williamson, Bob Baugher, Laurilee Thompson, Tim Deratany, Commissioner Jim Barfield. Absent members were: Chairman Jim Ridenour, Mayor William Capote, Tim Deratany. TDC Staff present: Eric Garvey, Bonnie King, Candace Narmore, Stacy DeLano, Tiffany Minton.

**WELCOME AND INTRODUCTIONS –VICE CHAIR PUNEET KAPUR**

Guests present were: Becky Behl-Hill, Assistant County Attorney; John Kinney, Tank America; Pam Rothenberg, Tuckaway Shores; David Poston, Port Canaveral; Dave Berman, *Florida Today*; Naseer Muttalif, 360 Hospitality; John Belden, Wayne Belden, *Space Coast Fun Guide*.

**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: Thompson moved to approve the Tourist Development Council April 26, 2017 meeting agenda with no changes. Baugher seconded the motion and the motion was unanimously approved.**

**APPROVAL OF MINUTES:**

**ACTION: Baugher moved to approve the Tourist Development Council minutes of March 22, 2017 with the correction that guest Liz Alward works at the District 2 Commission Office.. Johnson seconded the motion and the minutes were unanimously approved.**

**ACTION: Thompson moved to disband the TDO Director Compensation and Job Performance Sub-Committee. Barfield seconded the motion and the motion was unanimously approved.**

**DIRECTOR'S REPORT – ERIC GARVEY**

**STR REPORT:** A very strong January helped give a boost to Q1 2017 with Hotel Room Demand/Rooms Sold up 7.6%. Some softening of market growth appears to be occurring, although March was affected by the date of Easter occurring in March of 2016. Overall Occupancy Rate is 79.5% for Q1 2017 compared to 77.4% for Q1 2016.

**USSSA GROUNDBREAKING:** TDC members are invited to attend the groundbreaking of the USSSA Space Coast Stadium Complex on April 27<sup>th</sup>. Work has begun on the stadium field, and turf will soon be installed. The County has agreed to purchase lights and turf directly since those items will become part of the County's assets, and will save sales tax. USSSA expects the stadium to be ready to host professional fast-pitch softball games starting in July. Complex should be ready for events in September 2017. A full schedule of activities will begin in the 4<sup>th</sup> quarter of 2017. More information will be shared once USSSA finalizes their plans.

### **FINANCE REPORT – STACY DELANO**

**TOURIST DEVELOPMENT TAX REVENUE:** DeLano stated Tourist Development Tax Revenue again exceeded one million in February 2017 at \$1,367,086, reporting slightly lower than last February and just 1% under the budgeted projection. We are still very much on course to achieve over our budgeted revenue, currently reporting up 11%. Promotion and Advertising expenditures through March 2017 have encumbered 36% of the current budget. This percentage will increase during the summer season campaigns and is still set on course to achieve full expenditure by the end of FY2016-17. The operating budget has increased by \$2 million due to the budget change regarding the Stadium expenditures for USSSA's entry at the Space Coast Stadium. This increase in the operating budget adjusted the total expenditures through March 2017 to now encumber 17% of the overall budget. All other expenditures are reporting normally

DeLano reviewed the Quarter 2 and Quarter 1 FY 2016-17 Reconciled Statements of Activities. A detailed report was included in the packet.

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

**ACTION: Baugher moved to approve the Quarter 1 and Quarter 2 FY 2016-17 Reconciled Statement of Activities. Johnson seconded the motion and the motion was unanimously approved.**

### **TDO OFFICE LEASE AGREEMENT AMENDMENT:**

DeLano reported The Tourism Development Office (TDO) has worked with its landlord to develop an amendment to the current Office Lease, which expires on June 30, 2017. This amendment allows for a renewal option of the current office space and visitor information center, reduces total square footage, and reduces annual office lease expenditures. It is requested that the Board authorize the TDO Executive Director or County Manager or designee to enter into the attached amendment to secure TDO's space for the next five years with the option to cancel and relocate after two years and one month.

The TDO office space was chosen for the TDO because of its central location and availability to visitors to the County to fulfill one of its functions to the County, providing Visitor Information Centers. The current location provides a Visitor Information Center with street-side public access that was specifically built out to accommodate visitors since April 2012. The landlord wanted to secure a longer term lease (five years minimum with no opt-out to ten years), but during negotiations, TDO was able to reach agreement of a five year lease with allowed opt-outs to include decreasing penalties after two years and one month. Prior to this lease, Tourism was located at the government center in Viera, however, no visitors utilized that facility as a resource because it is not a good central location to generate that type of activity. The City of Cocoa and Cocoa Village Mainstreet want TDO's presence in Cocoa Village as a welcoming platform to Port of Call and other visitors.

The TDO's total cost savings will be between \$11,004.43 and \$14,342.72 per year by entering into this amendment due to eliminating current storage space at the address above, as well as, the necessary time and costs associated with finding a new location, costs necessary to build out an accommodating new space, and moving costs. There are numerous benefits to the TDO built into this amendment. There is now a maintenance company on site that handles all repairs and maintenance for the building, who will build out the interior storage space and the landlord is investing its dollars for the necessary build out. The rent payment includes utilities, janitorial services, dumpster use, all repairs and maintenance, landscaping around building (starting July 1st, a savings of \$1,200 per year for the TDO), parking lot cleanup when needed, tree trimming, insurance, taxes, etc. The only cost to the TDO is the rent and the phones/internet paid to the County. We are actually saving money by reducing our total square footage, reducing our landscaping maintenance costs, not paying a contractor for the interior storage build out, and saving on all repairs and maintenance for the building, which are covered by the landlord. Fiscal Impact FY2016-17 \$1,459.23; Proposed Budgeted TDO Rent FY2017-18 \$89,507.81.

**ACTION: Baugher moved to approve the TDO Office Lease Agreement Amendment as presented. Johnson seconded the motion and the motion was unanimously approved.**

#### **MARKETING COMMITTEE REPORT – BOB BAUGHER**

#### **MARKETING UPDATE – TIFFANY MINTON**

Minton gave a marketing update. Highlights of lead generation are listed below.

Email Lead Generation – thru March 31

#### **Project Time Off**

- 2,393

#### **Delta SKY Sweepstakes**

- 5,760

#### Modern Luxury Sweepstakes

- 3,562

#### Facebook Lead Ad

- 3,323

#### Other (web/microsite sign up, etc.)

- 7,691

Total Leads Generated: 22,729

#### Social Media - Paid and Organic

- Paid Facebook Impressions: ~83 million
- Cost per click <\$1
- 524k link clicks

Minton reviewed plans for \$157k received from the mid-year adjustment. Minton recommends spending these funds on Space Coast Live, Snapchat - paid and organic, BuzzFeed - paid campaign and Travelzoo - paid campaign.

#### Space Coast Live

Pre-launch show broadcast via Facebook Live - \$12k. Minton explained MPI produces the show, which are also the Producers of Addictive Fishing. There will be six produced shows through Sept. 30, 2017.

Snapchat Channel management- ~\$12k. Next Level Marketing pre-produces the spots 4x a month.

- 321...Space Coast: 3 reasons to visit the Space Coast
- Takeovers: Influential attractions in the area
- Each episode is 90 seconds – 2 min

Snapchat paid campaign - \$50k

- HYFN
- One long-form video (with swipe up capability)
- Six 10-second snaps (with swipe up capability)

Travelzoo - \$33k

- 28 million members interested in travel
- Free for people
- Weekly Top 20
- App, email, social
- Content Marketing

BuzzFeed - \$50k

- BuzzFeed is one of the largest contributors of content to the internet
- Leading independent digital media company delivering news and entertainment to 79 million people every month
- 700 pieces of content every day

Baughner reported the Marketing Committee met on April 21, 2017. The Marketing Committee recommends the TDC approve the Promotion and Advertising Financial Report, \$157k additions to the Media Plan, FY 2016-17 Marketing Assistance Visitor Information Program Mid-year Reports, FY 2017-18 Marketing Assistance Visitor Information Program Guidelines.

**ACTION: Thompson moved to approve the Promotion and Advertising Financial Report. Johnson seconded the motion and the motion was unanimously approved.**

**ACTION: Baughner moved to approve the FY 2016-17 Marketing Assistance Visitor Information Program Mid-year Reports. Johnson seconded the motion and the motion was unanimously approved.**

**ACTION: Thompson moved to approve \$157k additions to the FY 2016-17 Media Plan to be spent on Space Coast Live, Snapchat - paid and organic, BuzzFeed - paid campaign and Travelzoo - paid campaign. Johnson seconded the motion and the motion was unanimously approved.**

The Marketing Committee also recommended the TDC approve the following changes to the FY 2017-18 Event Support Funding Policy in addition to what TDC Members received in the advance packet.

On the score sheet the following change is recommended:

- Economic impact - change the points to 30
- Tourism development – lower points to 15
- Organizational - lower points to 15

Remove the first line under the info on Signature Events

Under eligibility and again under the Post Report: add .. “:If a post report is not completed, the organization gives up future opportunities for marketing support.

**ACTION: Consensus of TDC was to remove information on Signature Events from the Event Support Funding Policy.**

**ACTION: Consensus of TDC is to raise the threshold of from 50 to 60 points is needed before**

consideration of support.

**ACTION: Johnson moved to approve the FY 2017-18 Event Support Funding Policy including the recommended additions and changes listed above. Thompson seconded the motion and the motion was unanimously approved.**

**SALES ACTION TEAM UPDATE:** A Sales Action Team update was distributed.

**MARCH 2017 PR NEWSWIRE REPORT:** King gave the March 2017 PR Newswire Report. A detailed report was e-mailed to TDC Members.

#### **SPORTS COMMISSION – TOM WILLIAMSON**

Williamson stated the next Sports Committee meeting will be held on May 17, 2017.

#### **BEACH IMPROVEMENT COMMITTEE – LAURILEE THOMPSON**

Thompson reported the Beach Improvement Committee met on April 3 and recommended the TDC approve the Beach Financial and also approve sending out a Request For Proposal for Beach Maintenance.

**ACTION: Baugher move to approve the Beach Financial Report. Williamson seconded the motion and the motion was unanimously approved.**

**ACTION: Johnson moved to approve sending out a Request For Proposal for Beach Maintenance. Baugher seconded the motion and the motion was unanimously approved.**

**Beach Renourishment Project Update:** Mike McGarry, Office of Natural Resources, gave an update on the Beach Renourishment Project.

McGarry reported Hurricane Matthew caused significant beach erosion in Brevard County, but the relative level of damage to the beaches varied by region. Generally the damage was worse toward the south end of the County. Our engineered beach projects, both federal and non-federal, performed as intended. The beaches absorbed the energy of the storm driven ocean and prevented damage to upland structures and infrastructure, but after taking the brunt of the storm some of the projects will need maintenance. The situation for each project shoreline will be described below.

North Reach

The 9.8 mile North Reach federal shore protection project includes the cities of Cocoa Beach and Cape Canaveral. The beach in this area was overtopped by waves during the storm, but the

volume of sand lost from the beach was relatively modest. Immediately after the storm, we collected limited surveys of this shoreline to measure the losses and provided that information to the US Army Corps of Engineers (Corps). They will use the data to prepare a Project Information Report (PIR) to be used by Corps leadership to determine if emergency restoration, and associated federal funds, is required. Given the level of loss, I am not anticipating positive results from the PIR and normal nourishment of this project area will likely wait until 2020 or so. The northern end of this area, within the City of Cape Canaveral, also receives sand under the Canaveral Harbor Sand Bypass Project. Funds for the sand bypass are being sought in the 2017 Corps work-plan, which could place sand in Cape Canaveral in early 2018.

## Mid Reach

The 7.8 mile Mid Reach includes Satellite Beach and Indian Harbour Beach. A non-federal "engineered dune" has been maintained on this shoreline for the last 11 years, while the federal "Corps" project was in planning. Hurricane Matthew eroded approximately 142,000 cubic yards from the engineered dune, or slightly less than 40% of the project volume. In most areas the upper dune and most of the sea oats remain intact. We are seeking an opinion from FEMA as to whether emergency dune restoration of the Mid Reach shoreline would be FEMA eligible, or if we need to wait for the Army Corps project to restore the shoreline. Normally FEMA will not participate where a Corps project is in place, which leaves questions now that the Corps project is on the horizon.

The Corps Mid Reach project is taking shape. [Early this Last](#) summer Brevard County and the Corps executed a Project Partnership Agreement (PPA) for the Mid Reach. The PPA forms a 50 year agreement to maintain the shoreline. After execution of the PPA the Corps bid and awarded a contract for the mitigation phase of the Mid Reach.

## [Mid Reach](#) Artificial Mitigation Reef Update

In mid to late May, the US Army Corps of Engineers (Corps) will begin construction of artificial mitigation reefs in the water east of the Satellite Beach shoreline. These reefs will be low lying, concrete mats topped with coquina limestone and will be located in approximately fifteen feet of water, roughly 1,000 feet from the beach. The first reef site will be constructed east of Pelican Beach Park.

In total, there will be ten reef sites constructed in patches from Pelican Beach Park to just south of Howard E. Futch Memorial Park at Paradise Beach. Construction of the ten sites will occur over the summers of 2017 and 2018 when weather is the most favorable.

The ten sites will form approximately 4.8 acres of reef area constructed to mitigate up to three acres of nearshore coquina rock reef which may be impacted by sand during future beach

restoration work by the Corps. Although the future beach work will focus on avoiding nearshore rock during sand placement, some rock (<10%) may be covered by sand as the beach equilibrates.

The reef mats have a low relief that will not influence the wave break and were designed to provide good habitat for diverse colonies of marine life. The reef project should not affect beachgoers, but a crane barge will be visible as it works constructing the artificial reefs offshore.

Brevard County serves as the local sponsor for this work.

The Corps is also requesting construction funds for sand placement in their 2017 work-plan. Surveys documenting erosion in the Mid Reach after Matthew were provided to the Corps, to further justify the funding request for 2017.

#### South Reach

The 3.8 mile North Reach federal shore protection project includes the cities of Indialantic and Melbourne Beach. After Matthew the beach here is still in relatively good shape, but surveys collected documented about 270,000 cubic yards of erosion. This survey data was provided to the Corps to prepare a PIR (as described for North Reach). [The County continues working with the Corps to encourage approval of the PIR so a nourishment project to repair damage associated with Hurricane Matthew can be considered.](#)

#### South Beaches

The term "South Beaches" describes the 14.5 mile length of shoreline extending south from Spessard Holland Park (the southern terminus of the Brevard County Federal Shore Protection Project South Reach) to Sebastian Inlet State Park. The South Beaches were severely eroded by hurricanes Charlie, Frances and Jeanne in 2004, and [an engineered dune project was built to restore the beachfront and provide upland protection.](#) ~~the Florida Department of Environmental Protection (FDEP) classifies the 11.6 miles of South Beaches shoreline north of Bonsteel Park as critically eroded.~~ [After hurricane Matthew, Brevard County began a project to repair hurricane damage to this engineered dune. Sand placement was completed between January and March 2017 and dune vegetation was installed in late March to finish the project. FEMA assistance is being sought to assist with funding this approximately 4 million dollar restoration project.](#)

#### **OTHER BUSINESS:**



**ACTION: Consensus of Brevard County Tourist Development Council is to recommend the Brevard County Commission recognize Neta Harris for her outstanding contributions in preserving and respecting our natural and cultural heritage and promoting the eco-tourism assets of Florida's Space Coast. Commissioner Barfield said he would bring this item to the Brevard County Commission.**

Meeting adjourned at 4:00 p.m.