

**Tourist Development Council  
February 28, 2024  
Brevard County Government Center, Viera**

The Tourist Development Council met on February 28, 2024, at the Brevard County Government Center, Viera. Members present were: Vice Chair Tom Hermansen, Andrea Young, Keith Winsten, Wayne Soard, Samir Patel, Alex Litras, Julie Braga. Absent members were: Commissioner Jason Steele, Mayor Rob Medina. TDC Staff present were: Peter Cranis, John Giantonio, Laura Beebe, Candace Narmore.

**WELCOME AND INTRODUCTIONS:**

Guests present were: Jim Liesenfelt, Assistant County Manager; Alex Esseesse, Deputy County Attorney; Dave Berman, *Florida Today*; Mike McGarry, Office of Natural Resources; Marcus Herman, Larry Lallo, MIRA; Donn Weaver, Dean Sehaae, Veterans Memorial Center; Catherine Esrock, Brevard Cultural Alliance; Anna Palermo, Carrie Dones, Spectrum Reach.

**AGENDA:**

Vice Chair Hermansen asked Board Members to disclose any conflict of interest with agenda items and/or any business relationships between the Board.

**APPROVAL OF MINUTES:**

**ACTION: Young moved to approve the January 24, 2024 Tourist Development Council minutes. Braga seconded the motion and the motion was unanimously approved.**

**DIRECTORS REPORT – PETER CRANIS**

**STR Report:** Cranis gave the STR Report. The STR Report was included in the packet.

**December 2023 Tourist Tax Collections Revenue Report:** Cranis gave the December 2023 Tourist Tax Collections Revenue Report. The detailed report was included in the packet.

**January FY 2023-2024 TDC Budget Report:** Cranis gave the January FY 2023-2024 TDC Budget and the report was included in the packet.

**Tourism Development Council Operating Procedures Manual:** Cranis reviewed the changes made to pages 39 through 42 of the Tourist Development Council Operating Procedures Manual.

**Young moved to amend pages 39 through 42 of the Tourist Development Council Operating Procedures Manual. Litras seconded the motion and the motion was unanimously approved.**

### **MARKETING COMMITTEE:**

The next meeting of the Marketing Committee will be held on April 11, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

### **CULTURAL COMMITTEE:**

The next meeting of the Cultural Committee is March 28, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

### **CAPITAL FACILITIES COMMITTEE:**

The Brevard Veterans Memorial Center and the Merritt Island Redevelopment Agency are seeking a \$1.23 million grant for the project. They were previously awarded a \$1.27 million grant. The additional \$1.23 million grant would cover escalating construction costs, which now are estimated at \$7.9 million.

They are also asking for approval to extend the deadline for groundbreaking of the amphitheater to April 6, 2025. The deadline currently is set at April 6, 2024.

MIRA Executive Director Larry Lallo said, other funding sources for the project include \$4.4 million from the Merritt Island Redevelopment Agency and \$1 million from the state. The 6,000-square-foot amphitheater stage would be built inside the 82-acre Veterans Memorial Park. The facility also would have a 1,721-square-foot bathroom/concession building. The plans include a tiered lawn viewing area with a capacity of 2,350 people, and an additional lawn area for events, with the potential to accommodate over 5,000 people in all.

Lallo said, with this capacity, the venue has the potential to host a multitude of veterans' celebrations, festivals, community events and concerts. He said it could be the best amphitheater venue on Florida's east coast from south of St. Augustine to north of West Palm Beach. The proposed amphitheater has the potential to "further elevate our destination as a prime tourist attraction and contribute significantly to the economic development of the region."

An economic impact study related to the project estimates that the amphitheater would host 19 concerts a year averaging 1,500 to 5,000 attendees each, with ticket prices averaging \$40 to \$80 apiece. In addition, the site would host 15 weddings and other ceremonies with an average of 100 guests each.

The total 40,500 attendees of those events would generate 11,550 nights of room rentals. They would spend a total of \$6.91 million on tickets, lodging, meals and other items, the study estimated.

The project in 2020 was estimated to cost \$2.3 million to build. But, as the scope of the project increased and construction costs rose, the total price tag increased to \$7.9 million.

Vice Chair Hermansen said he experienced shock over the cost increase but he supports using the tourist tax money to help pay for the amphitheater. Hermansen stated it's a beautiful project and it will be a great community asset for the entire county. The project is centrally located and has the potential to draw large amounts of people. The project will be meaningful to the overall tourism offerings here in Brevard County, as well as benefiting local residents.

Mayor Medina said he is also in support of the project.

**Mayor Medina moved to approve the Brevard Veterans Memorial Center and the Merritt Island Redevelopment Agency Capital Facilities grant funding request of \$1.228,807.01 for the Veterans Memorial Amphitheater project. Also being approved is to extend the deadline for groundbreaking of the amphitheater from April 6, 2024 to April 6, 2025. Braga seconded the motion and the motion was unanimously approved.**

The next meeting of the Capital Facilities Committee is April 4, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

#### **BEACH COMMITTEE:**

The next meeting of the Beach Committee is March 19, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

#### **SPORTS COMMITTEE:**

The next meeting of the Sports Committee is March 13, 2024 at 2:00 p.m. The meeting will be held at the Tourism Development Office, Cocoa Beach.

#### **TOURIST DEVELOPMENT COUNCIL COMMITTEE APPOINTMENTS:**

Commissioner Jason Steele:

Beach Committee – Ruby Daniels  
Cultural Committee – Kristina Latraverse  
Capital Facilities Committee – Hunter Gaylor  
Marketing Committee – Kim Agee  
Sports Committee – Mayor Dan Diesel

Samir Patel:

Beach Committee – Laurilee Thompson  
Cultural Committee – Stacy Wetherington  
Capital Facilities Committee – Jeff Robison

Marketing Committee – John Stewart  
Sports Committee – Drew Wasdin

Mayor Rob Medina:

Beach Committee – Hunter Joslin  
Cultural Committee – Daniel Waite  
Capital Facilities Committee – Fred Poppe  
Marketing Committee – Christina Born  
Sports Committee – Fred Poppe

Alex Litras:

Beach Committee – Gwen Peirce  
Cultural Committee – Casey Cecilione  
Capital Facilities Committee – Candace Rogers  
Marketing Committee – May Fleming  
Sports Committee – Jason Peirce

Wayne Soard:

Beach Committee – Gina Parrish  
Cultural Committee – Aaron Collins  
Capital Facilities Committee – Elizabeth Schneider  
Marketing Committee – Howard Schwartz  
Sports Committee – Chair

Julie Braga:

Beach Committee – Chair  
Cultural Committee – Leah Blackmore  
Capital Facilities Committee – Lebo Doug  
Marketing Committee – Pam Rothenberg  
Sports Committee – Megan Carlon

Keith Winsten:

Beach Committee – Charlie Vinuto  
Cultural Committee – Steve Heron  
Capital Facilities Committee – Chair  
Marketing Committee – Chair  
Sports Committee – TBA

Tom Hermansen:

Beach Committee – Tom Williamson  
Cultural Committee – TBA  
Capital Facilities Committee – Jackie Barker  
Marketing Committee – Mike McBride  
Sports Committee – Jamie Teijeiro

Andrea Young:

Beach Committee – Daniel Kolodny  
Cultural Committee – Chair  
Capital Facilities Committee – Pam Rothenberg  
Marketing Committee – Heather Lewis  
Sports Committee – Lynne Mims

**Braga moved to approve the 2024 Tourist Development Council Committee appointments as listed above. Winsten seconded the motion and the motion was unanimously approved.**

**BOARD REPORTS AND OTHER BUSINESS:**

Meeting adjourned at 3:00 p.m.