

Tourist Development Council
July 24, 2024
Brevard County Government Center, Viera

The Tourist Development Council met on July 24, 2024, at the Brevard County Government Center, Viera. Members present were Chair Commissioner Jason Steele, Vice Chair Tom Hermansen, Julie Braga, Alex Litras, Mayor Rob Medina, Wayne Soard, Keith Winsten, Andrea Young and Delish Patidar. TDC Staff present were Peter Cranis, John Giantonio, Laura Beebe, Angela Essing, and Juawana Brooks.

Guests present: Deb Harmon, board member of Keep Brevard Beautiful; John Nico, Director of Keep Brevard Beautiful; Scott Maxim, Project Manager with the City of Cocoa Beach; Wayne Carragino, City Manager with City of Cocoa Beach; Catherine Esrock, Executive Director of Brevard Cultural Alliance; Maria Fanto, General Manager of Villatel; Daniel Kopack, Brevard Cultural Alliance.

Approval Of Minutes:

ACTION: Hermansen moved to approve the May 22, 2024 Tourist Development Council Minutes. Young seconded the motion, and the motion was unanimously approved.

KBB Causeway Contract

Chair Steele disclosed that he had lunch with Deb Harmon, board member of Keep Brevard Beautiful and John Nico, Director of Keep Brevard Beautiful. Just general information about KBB.

Nico propose continued partnership with TDC and Brevard County to keep our contract to keep causeways, roadways, and river clean. KBB has been around since 1982 working within the community. The original cleanup contract since 2019 scope covers SR 406, Max Brewer, SR 528 Beachline, SR 518 Eau Gallie, and HWY 192 Melbourne. They provide weekly cleanup on all four causeways 52 weeks per year.

KBB requested TDC to vote to continue partnership and award a 3-year contract that cost \$157,064 per year for cleanup of 5 causeways (adding Pineda), including the option for a 2-year extension for a total contract length of 5 years.

Chair Steele asked Peter Cranis for any suggestion or clarification.

Cranis explained that the recommendation came out of the Beach Improvement Committee for the TDC to award a contract for 3-year with 2-year extension to clean the 5 mentioned causeways for an annual amount of \$157,064.

Hermansen asked for clarification about the money to fund the Indian River Lagoon grants.

Cranis explained that IRL grant funds were suspended for one year and \$150,000 was awarded by the Board of County Commissioners for Derelict Vessel Removal, the other \$850,000 was put into the reserve account for next fiscal year.

Hermansen asked about the money from IRL Grant for the KBB in the past?

Cranis explains there were two pieces for the KBB Causeway Program.

- Beach Committee recommended and the Board of County Commissioners approved 5-year contract in the amount of \$60,000.
- Then, subsequently, KBB came back and was awarded \$40,000 in IRL Grant Funds.

Hermansen proposed amendment that the awarded funds for KBB be designated out of the \$1 million IRL Grant Funds.

Chair Steele asked for clarification from the County Attorney Alex Esseeesse and Peter Cranis - can we remove money from the trust fund, how does that work?

Cranis explained that the IRL Grant Program is a part of the Beach Improvement Fund out of the Tourist Development Tax budget and not a part of SOIRL. The \$1 million sits within the Beach Improvement Fund. There is no need to take extra action.

Esseeesse said he thinks the decision is up to the Board of County Commissioners to award the funding.

Cranis agreed that the TDC makes a recommendation, and the Board of County Commissioners will make the decision.

ACTION: Medina moved to approve the KBB Grant in the amount of \$157,064 with 3-year contract and 2-year renewal for designated funds from IRL Grant Program. Young seconded the motion, and the motion was unanimously approved.

Cocoa Beach Causeway Contract - Scott Maxim, Project Manager with the City of Cocoa Beach

The previous contract was a 5-year contract with Beach Improvement Committee. Requesting new contract to help continued beach clean-up SR-530 causeway. KBB plays a vital role with helping to keep Cocoa Beach Causeways cleaned. KBB works with City of Cocoa Beach to keep SR-520 causeway cleaned through daily beach clean-up and community service programs to keep the causeway cleaned.

Under the current contract Brevard County provides \$175,000 annually to help fund KBB and the City of Cocoa Beach. KBB cleans approximately 3.9 miles beach. KBB and The City of Cocoa Beach is focused on cleaning the waterlines, east walk paths that lead up to the public access cross walks and along the causeway that leads up to Orlando Avenue.

All trash collected from the beach is deposited into dumpsters and trash bins, from there the City of Cocoa Beach contracted with Waste Management to pick-up the trash and debris, dumped at land fill. The schedule for Waste Management from February through September is they pick-up trash 3 times per week and in the slower months October- January, Waste Management picks up trash 2 times per week, the contract amount is \$21,292.60 per month flat fee.

Another way the City of Cocoa is participating with beach clean-up by working with the Beach Bucket Foundation to install beach buckets in three locations on the beach. The locations for the beach buckets are 1st South-13th St South, Sydney Fisher Park, and Alan Shephard Park. They also hired staff, one part time employee Thursday-Monday 6:30 AM- 10-30 AM, and one full time employee visits each beach stub ends Monday-Friday. In addition to the funds provided for the beach and SR-520 clean-up Brevard County provides The City of Cocoa Beach with \$5,000 annually to assist with gator vehicle. The current schedule calls for replacing one Gator Vehicle every odd year and two Gator Vehicles every two years which ensures that the KBB staff receive reliable vehicles to help with beach clean-up. The City of Cocoa Beach annual contribution toward beach clean-up in 2024 breakdown:

- Waste Management - \$255,510.00
- Beach Vehicles (2) - \$27,724.06

Personnel:

- Full Time Employee - \$47,400.00/Year
- Part Time Employee -\$19,800/Year = \$350,434.06

The City of Cocoa Beach proposal 5-year contract in the amount of \$260,120. The City of Cocoa Beach will continue providing beach vehicles to KBB.

Hermansen clarified that the expiring contract with The City of Cocoa Beach was \$175,000. Asked Scott Maxim about the increased cost from last year contract to this year contract.

Maxim explained that KBB gave them the cost due to increased traffic to the beaches.

Chair Steele asked Scott Maxim has the City of Cocoa Beach talked with any of the Brevard County Commissioners about regards to funding.

Maxim answered no they have not talked with any of the Brevard County Commissioners.

Cranis read off the Beach Improvement Committee recommendation for The City of Cocoa Beach up to \$260,120.00 annually for 5-year contract to clean Cocoa Beach SR-520 causeway, Minuteman Causeway beach to A1A.

Hermansen asked historically where funding has come from.

Cranis explains that the funds would come from the general Beach Improvement Funds.

Hermansen had a question for KBB on the significant increase in the new contract amount compared to the older contract.

Nico explains that the original contract for the four causeways was initially \$60,000 and then an additional \$40,000 Grant that end a year ago and KBB has still been providing the same level of services without receiving those funds. Due to inflation the cost for everything has increased.

ACTION: Braga moved to approve the City of Cocoa Beach contract in the amount of \$260,120 annually for 5-year contract to clean Cocoa Beach SR-520 causeway, Minuteman Causeway beach to A1A. Hermansen seconded the motion, and the motion was unanimously approved.

Chair Steele suggested the City of Cocoa Beach and KBB meet with all the Board of County Commissioners to discuss renewal of both contracts and how important beach and causeway clean-up is critical to promoting tourism.

Director's Report – Peter Cranis

Cranis reviewed the FY 2024-25 budget. He informed the council that we have had some great years 2021-2023. Currently we're projecting the budget to be \$26 million dollars in Tourist Development Tax Revenue. The budget for FY 24-25 is \$27 million dollars. He discussed the Beach Fund and the expenses allocated. He updated the committee that the Board of County Commissioners deferred for 1-year the IRL Grant but allocated \$150,000 for derelict vessel removal. Cranis gave an overview of the Capital Facilities Budget. He gave an outline about the Visitor Information and the vital support we provide out-of-county guests such as email, use of website, app, as well as in person. Cranis shared with the committee the (4) Chamber of Commerce Grant of \$25,000 each.

Cranis updated the committee on Cultural Funds, waiting on the Board of County Commissioners to give us direction on funding for Lifeguards, Culture Grant Program, Brevard Culture Alliance. He informed the committee about the Brevard County Zoo

Fund which is automatic allocation by ordinance of 5% annually. Cranis discussed the Stadium Facilities Funds, Stadium Capital Fund, Advertising/Promotions Funds, Marketing Split by District, and the Marketing Disaster Fund.

ACTION: Young moved to accept the Brevard County Board of County Commissioners Tourism Development FY 2024-2025 Budget. Mayor Medina seconded the motion, and the motion was unanimously approved.

Cranis outlined the Marketing Plan. He talked about the Visitor Information Study and all the specific detail the study tracked such as demographics, income, and location. He talked about billboards. He discussed the Cocoa Beach digital creative. He gave the committee an overview of the different markets we're focusing on. Cranis gave the committee a recap on the different campaigns and advertising. He discussed the seasonal campaigns, social media, website and the PR firm, co-ops, airline support, sports budget, etc. Cranis stated \$240,000 is allocated for Sports Events that reach a minimum of 200 room nights or more be eligible for up to \$25,000 in marketing support.

Cranis discussed the Travel Industry budget, including the meetings market. Expansion of website, partnership with different marketing organizations. Funding for research, Datafy (cellular device tracking), doing other studies.

ACTION: Hermansen moved to accept The Marketing Budget FY 2024-2025. Braga seconded the motion, and the motion was unanimously approved.

Chair Commissioner Steele ask for updates on all the different committee.

Cranis update the TDC on the (3) presentation from the Capital Facilities Committee.

- Cape Canaveral Lighthouse Foundation, Additional Cottages, Request is \$775K.
- Swim Melbourne Foundation, Palm Shores Pool, Request is \$3M
- Titusville Playhouse, Playhouse Expansion, Request is \$7.5M

Public Comment

Chair Commissioner Steele announce to the committee that he and twelve prominent people from the community will be going to The White House to lobby for the additional \$45 million dollar Grant to get the Brightline Station the available funding.

Mayor Medina wants to inform the committee that on August 6, 2024, Congressman Bill Posey is hosting a Human Trafficking Symposium at Bernie Simpkins Auditorium.

Meeting adjourned at 3:20 PM.