



TDC MEETING MINUTES

January 10, 2019

Commissioner Cecil Pendergrass called the Lee County Tourist Development Council (TDC) meeting to order at 9:05 a.m.

Council members in attendance: John Carioscia, Pamela Cronin, Colleen DePasquale, Brian Kramer, Tony Lapi, Commissioner Cecil Pendergrass, Holly D. Smith and Rob Wells. Fran Myers and Bill Waichulis were excused.

Pamela Cronin made a motion to approve the Dec. 13, 2018 TDC meeting minutes. Colleen DePasquale seconded the motion and it passed unanimously.

Public to be heard

John Naylor, executive director of the City of Palms Classic, announced that the 46th annual basketball tournament recently wrapped up. The tournament had a great turnout, and Naylor thanked the TDC for its continued support.

Marion Rogers, neighbor of Sirenia Vista Park in North Cape Coral, expressed her concerns regarding the TDC funded observation deck.

Jesse Lavender, director Lee County Parks and Recreation, introduced Andrew Coffman as the new owner of the Fort Myers Miracle Baseball club. Coffman thanked the TDC in advance for its continued support with the minor league team.

Greg Longenhagen, artistic director, Florida Repertory Theatre informed the TDC of the upcoming productions of "Fences" and "Tenderly: The Rosemary Clooney Musical."

Municipalities to be heard

Michelle Dean, Cape Coral Parks and Recreation, gave an update on TDC Beach & Shoreline funded projects at Sirenia Vista Park. The canoe and kayak launch, which is handicapped accessible, was completed on Jan. 9, 2019, and the modular restrooms will be completed in the near future.

Report of the Executive Director

Tamara Pigott reported that the preliminary resort tax collected for November 2018 was \$2,267,124, a 8.8 percent decrease over November 2017 preliminary collections of \$2,486,280. Fiscal year-to-date preliminary tourist tax collections are \$4,212,683 a decrease of 14 percent year-over-year.

November 2018, the STR Report shows occupancy down 12.9 percent and ADR down 2.8 percent for a total RevPAR decrease of 15.3 percent.

During November 2018, 810,283 passengers traveled through Southwest Florida International Airport (RSW). Figures represent a decrease of 5.6 percent compared to November 2017. Year-to-date, passenger traffic is up 5.6 percent from the same period last year.

Domestic and International Sales Report

Jill Vance, VCB director of sales, reported that the majority of the first quarter FY2018-19 sales goals are ahead of pace. She also presented the highlights of first-quarter activities for the group sales, travel agent and consumer sales, and international sales teams, including hosting a successful Florida Encounter conference in Lee County and attending World Travel Market in the London. She also presented upcoming sales activities, including *The New York Times* Travel Show and ITB in Germany.

Public Relations Report

Megan Contreras, VCB communications manager, reported that there were 354 million media impressions during the last quarter. Current and upcoming FAM highlights include a Danish "X Factor" TV host and a U.K. nature and wildlife press trip. PR activities also include attending International Media Marketplace, *The New York Times* Travel Show and Canada Travel Massive.

Visitor Services Report

Visitor Services at RSW assisted 35,995 visitors in the fourth quarter, making the year-to-date total 184,771. Volunteer hours for the fourth quarter were 7,306, a value of \$180,385.

New Business

Pamela Cronin made a motion to approve the first quarter fiscal year budget reports for the VCB and Sports Development. Holly D. Smith seconded the motion and it passed unanimously.

TDC Member Items

- Colleen DePasquale announced that Chrysalis Award nominations are open and currently being accepted.

Adjourn

The meeting adjourned at 9:45 a.m.

Next TDC meeting

The next TDC meeting will be held at 9 a.m. Thursday, Feb 14, 2019 at the Lee County Administration East building, room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.