



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – April 21, 2014

Members who were Present: Chairman Vanessa Baugh, David Teitelbaum, Jean Peelen, Barbara Rodocker, Jack Rynerson, Mayor Wayne Poston, Ed Chiles, Dale Sconyers

Member who was absent: Vice Chairman Vernon DeSear

Members of Press were also in attendance.

Meeting was called to order at 9:08AM at Bradenton City Hall, 101 Main Street West, Bradenton, Florida

Pledge of Allegiance

Invocation

Minutes

A motion was made by David Teitelbaum, seconded by Jean Peelen, to approve the February 10, 2014 TDC Minutes. Motion carried unanimously.

Public Comment

1. Mayor Bill Shearon, City of Bradenton Beach, thanked TDC for support of Bradenton Beach Fishing Pier renovation project. Construction is set to start June 1, 2014.
2. Caryn Hodge, Chiles Group, invited all to the 4th Annual Food & Wine on Pine event on May 3 from 11am – 6pm.

SRQ Update

Mark Stuckey, VP of Special Projects and Development, SRQ, gave update on passenger counts; recap of recent travels including German travel show - International Tourism Bourse (ITB), partnerships between SRQ and the area CVBs; Air Service Strategy Team recently formed at SRQ; incentive packages; meetings with airlines; renovation plans; and renewing current airline lease agreements.

Elliott Falcione, CVB Director, informed TDC members of upcoming trip to Amsterdam and Scandinavia with IMG & SRQ reps, where team will meet with several professional soccer teams and international airline carriers.

Discussion took place re: SRQ website.

Pre-Season Major League Soccer PR Report

Elliott Falcione, CVB Director, introduced Chris Ciaccio and Kim Berard of IMG Academy, who gave an update on the press that Bradenton and IMG received during the recently held Major League Soccer pre-season games at IMG; 25% of all game tickets sold went back to the Manatee County Economic Development Council. Berard and Ciaccio also reviewed the top press received; website activation; MLS' logo with Bradenton included; media placements; fan and athlete excitement of the area; Malmo team from Sweden; social media; and event signage. Ciaccio thanked everyone for welcoming MLS with open arms.

Elliott Falcione, CVB Director, thanked IMG for their success; the Bradenton Area can be called the "East Coast Hub of Soccer"; Tucson, Arizona is the West Coast Hub.

Marketing, Sales & PR - Update

Debbie Meihls, CVB Marketing Manager, gave update on marketing, sales and PR; MLS being tagged on CVB website; Google analytics; Bradenton Movie Festival; Harvest & Harmony event (in collaboration with Southern Living); National Tourism Week Luncheon (May 7 at 1:30pm at Manatee Performing Arts Center); and a recap of International Tourism Bourse (German trade show).

Bradenton Area River-Fest Regatta

Elliott Falcione, CVB Director, gave brief overview of the Bradenton Area River-Fest Regatta, which will be held on the Manatee River between Palmetto and Bradenton on February 6 – 7, 2015. This is a free, family fun event; no alcohol involved. Falcione asked members to consider recommending expenditures of \$175,000 for this event, which will require a reimbursement agreement with the Bradenton Downtown Development Authority.

A motion was made by David Teitelbaum, seconded by Dale Sconyers, to recommend to the Board of County Commissioners approval of expenditures in the amount of \$175,000 for the Bradenton Area River-Fest Regatta.

Discussion took place re: closure of the east side of Green Bridge for spectator use; caliber of the event; reimbursable expenditures explanation; agreement with Downtown Development Authority; protection of wildlife; fireworks; parking; attendance.

There being no further discussion on this item, Motion carried unanimously.

Mike Fetchko, Vice President of ISM US (producer of Regatta), provided TDC members with: objectives for this event; economic impact to the Bradenton Area; large fireworks display; activities during Regatta; sponsorships; concerts; protecting wildlife; everyone involved with the Regatta will make the Bradenton Area proud and respect the community, people and assets.

Pentathlon

Elliott Falcione, CVB Director, gave brief overview of Pentathlon, which will be held at the Polo Grounds in Lakewood Ranch and Selby Gardens in Sarasota on June 5 – 8, 2014. This is a 3 year event; the first of which will bring the Olympic rings to our area prior to Rio. Falcione requested expenditures of \$50,000 per year for 3 years for a total of \$150,000. Nathan Benderson Park and Sarasota CVB will each match those sponsorship monies as well.

A motion was made by Barbara Rodocker, seconded by Mayor Wayne Poston, to recommend to the Board of County Commissioners approval of expenditures in the amount of \$50,000 per year for 3 years for the Pentathlon event.

Discussion: Committing all 3 years at one time vs each year; venues being far apart.

There being no further discussion on this item, the Motion carried unanimously.

Sponsorship Initiatives at Premier Sports Campus

Elliott Falcione, CVB Director, gave overview of two sporting events (soccer and lacrosse tournaments) taking place at Premier Sports Campus in 2014. The CVB's sports budget line item has been depleted for the year; Falcione requested \$75,000 in additional monies to pay for these initiatives.

A motion was made by Ed Chiles, seconded by Dale Sconyers, to recommend to the Board of County Commissioners approval of expenditures in the amount of \$75,000 for the Sponsorship Initiative with Premier Sports Campus. Motion carried unanimously.

Public Comment

Judy Atari, Buffalo Lodging, thanked CVB for the boost in economic impact to the east side of the county by sponsoring these types of sports events.

New/Old Business

1. Jean Peelen gave an update on the repeal of Bill 883.
2. Jean Peelen requested the TDC consider helping to pay for a strategic plan study for the island cities, such as was recently done on Longboat Key. Discussion took place regarding this item; Elliott Falcione suggested the island cities get together and come up with a strategic plan (a unified vision) and provide to either the County Commissioners or the County Administrator.
3. Ed Chiles requested CVB provide more information on the Resort Tax Collection by Municipality page (percentage change of month/year vs. month/prior year).
4. Ed Chiles commented on the traffic congestion leading up to the island; requested local law enforcement, county transportation dept. provide help with this issue. CVB will look into this and report back to the TDC.

5. Chairman Vanessa Baugh requested economic impact/resort tax collections of Lakewood Ranch vs other municipalities in the county.
6. Chairman Vanessa Baugh asked status of AMI City Pier. Manatee County had dialogue with City of Anna Maria regarding the pier and the County's Tourism- Related Capital Project Criteria, which requires equity in such projects. The recent Bradenton Beach pier project met the criteria, and that particular project will begin in June, 2014.

There being no further business to discuss, the meeting adjourned at 10:50am.

Approved in Open Session: June 6, 2014.