



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – August 18, 2014

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

Member who was absent: Jean Peelen

Members of Press were also in attendance.

Meeting was called to order at 9:12AM at Holmes Beach City Hall, 5801 Marina Drive, Holmes Beach, Florida

Pledge of Allegiance
Invocation

Minutes

A motion was made by Vernon DeSear, seconded by David Teitelbaum, to approve the June 6, 2014 TDC Minutes. Motion carried unanimously.

Public Comment

1. Jack Rynerson gave update on Sarasota Bradenton Int'l. Airport, which is now debt free. Burning of the mortgage was set for 10:30am on August 18, 2014.
2. Mayor Bill Shearon, City of Bradenton Beach, gave update on renovations of the Bridge Street Fishing Pier project. thanked TDC for support of Bradenton Beach Fishing Pier renovation project. Contract completion date is late January, 2015; however, they are hoping it will be sooner than that.

Phase V – Introduction

Melissa Eger, Phase V, introduced herself and talked about the duties of Phase V, which is the fulfillment company for the Bradenton Area CVB. They also handle the storm info hotline for the CVB during activation mode, handling phone calls and keeping track of hotel availability.

Marketing Update

Debbie Meihls, CVB Sr. Marketing Manager, gave update on website, Google analytics, advertising, international marketing reports, National Radio Hall of Fame, CVB's visitors guide, Ambassador Program, Major League Soccer, and Pittsburgh Fanfest.

Discussion: the importance of area hoteliers working with receptive tour operators; the relationship between Bradenton and Pittsburgh; European visitation.

Public Relations / Social Media Update

Kelly Klotz, CVB Communications Manager, reviewed the domestic and international print coverage our area has received, as well as TV coverage on the Weather Channel, the travel writers the CVB has hosted and social media update.

Discussion: Members congratulated Kelly on her promotion to Communications Manager; conveyed their happiness with the success of CVB advertising and PR efforts.

Jack Rynerson departed meeting.

State of Tourism

Walter Klages, Research Data Services, gave an update on the state of tourism, including the European market, the domestic market, economic outlook, economic impact, and occupancy and average daily rates.

Barbara Rodocker departed the meeting.

Public Comment

1. Jessica Schubick, South Florida Museum: just celebrated Snooty's 66th birthday with 4,000 - 5,000 people in attendance.
2. Wendell Graham, President of AMI Artists Guild: commented on the importance of promoting arts and culture to prospective visitors. David Teitelbaum commented on the partnership with Symphony on the Sand and expanding more arts and cultural activities on Coquina Beach. Elliott Falcione wants to hold a meeting with the area arts & culture organizations to discuss promoting the arts to visitors.
3. Wendy Webb, AMI Community Center: asked TDC to consider seed money for a 5k outdoor eco run event to be held in January 2016, complete with an obstacle course on coquina beach. Elliott Falcione stated he is aware of the event and will review it and bring back to TDC in October.
4. Carol Whitmore, Manatee County Commissioner: was contacted by a former islander interested in filming on Jewfish Key and referred him to the CVB's Film Commission.

New/Old Business

1. Elliott Falcione: gave a preview to the October TDC meeting; acknowledged Michelle Stewart, CVB Marketing Rep, who facilitates the advertising buys for the visitors guide; the importance of having “true” partnerships with CVB partners; update on DaVinci Exhibit; the importance of arts & culture in our community; traffic on the island; the importance of having the three island cities joining forces and coming to County Commissioners with their initiatives.
2. Vernon DeSear: great meeting; gratified with the marketing efforts of the CVB.
3. David Teitelbaum: agreed with DeSear’s comments.
4. Mayor Wayne Poston: the importance of arts & culture initiatives in the community.
5. Dale Sconyers: echoed Poston’s comments; Sconyers’ hotel is experiencing a great summer.
6. Ed Chiles: promoting arts & culture attracts the “right” kind of people.
7. Elliott Falcione: Dale Sconyers and Vernon DeSear were re-appointed by County Commissioners to serve on the TDC for another 4 years; the importance of having a well- balanced TDC that covers all 4 corners of the County.
8. Chairman Vanessa Baugh: reiterated the importance of the 3 island cities banding together to bring their initiatives to the County Commissioners; encouraged everyone to vote on August 26 at the Primary.

There being no further business to discuss, the meeting adjourned at 10:27am.

Approved in Open Session: October 20, 2014.