



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – December 8, 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 9:00AM at Holmes Beach City Hall, 5801 Marina Drive, Holmes Beach, Florida

Pledge of Allegiance
Invocation

Minutes

A motion was made by David Teitelbaum, seconded by Vernon DeSear, to approve the October 20, 2014 TDC Minutes. Motion carried unanimously.

Public Comment

1. County Commissioner Carol Whitmore commented on the importance of educating the public about Sabiki fishing lines. Mayor Poston suggested ME TV or Bright House prepare a public service video.
2. Mayor Bob Johnson, City of Holmes Beach, thanked TDC for showing support for the island and will return soon with a request for funding.
3. Jack Rynerson commented on I-95 welcome Center and the prominence of our area guides.

Marketing Update

Debbie Meihls, CVB Sr. Marketing Manager, gave update on website, Google analytics, advertising, and CVB's visitors guide. David Teitelbaum congratulated Meihls for great Google analytics reports.

Public Relations / Social Media Update

Kelly Clark, CVB Communications Manager, introduced Megan Brewster, Aqua Marketing. Clark and Brewster gave an update on recent media missions held in our area, as well as international print coverage our area has received and social media update.

State of Tourism

Walter Klages, Research Data Services, gave an update on the state of tourism, including the economic impact, economic forecast and occupancy and average daily rates; the importance of CVB's continued presence at international tradeshows such as World Travel Market (WTM) and International Tourism Bourse (ITB).

Public Comment

1. Mayor Bill Shearon, City of Bradenton Beach, gave update on renovation of Bridge Street Pier. Reconstruction is ahead of schedule and should be open to the public in mid-January.
2. Mark Rodgers, Divine Michelangelo, wants to work together again on new initiative. Will come back to TDC in February, 2015.
3. Caryn Hodge invited members to upcoming holiday events including Holiday Walkabout and Christmas on Bridge Street.

New/Old Business

1. Mayor Poston: success of the recent Blues Fest which was held on RiverWalk.
2. David Teitelbaum: success of the recent Symphony on the Sands event. The committee is looking into holding different types events on Anna Maria Island.
3. Jack Rynerson gave brief SRQ Airport update.
4. Ed Chiles: reinforcing our message of being "authentic and sustainable"; commended all for the world-class Symphony on the Sand event; new aqua culture: raising clams "native" to this area.
5. Mayor Wayne Poston: Bradenton was selected as #6 City in the USA as "Most Caring City between 50,000 – 100,000 population".
6. Dale Sconyers: thanked Sean Walter for all the recent sports events.
7. Elliott Falcione: commented on upcoming trip to Pittsburgh Pirate Fest and the sweepstakes we will hold there; KDKA Radio Station will be here for weeks during Spring Training; congratulated Commissioner Vanessa Baugh for reappointment to TDC for another year; the island mayors working together to elevate the islands to whole new level moving forward.
8. Chairman Vanessa Baugh: commended Mayor Poston on 6th Most Caring City award; importance of arts; looking forward to working with the new island Mayors.

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

Approved in Open Session: February 23, 2015