



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – February 10, 2014

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

Members of Press were also in attendance.

Meeting was called to order at 9:09AM at Manatee Technical Institute (MTI), 6305 SR 70, Bradenton, Florida

Pledge of Allegiance

Invocation

Introductions

Minutes

A motion was made by David Teitelbaum, seconded by Jack Rynerson, to approve the December 9, 2013 TDC Minutes. Motion carried unanimously.

Presentation of Plaque to Commissioner Carol Whitmore

Elliott Falcione, CVB Director, presented a plaque to County Commissioner Carol Whitmore, for her years of service as Chairman of the Tourist Development Council.

Public Comment

There was no Public Comment.

Election of TDC Vice-Chairman for 2014

Chairman Vanessa Baugh opened floor to nominations. Barbara Rodocker nominated Vernon DeSear. Ed Chiles nominated David Teitelbaum. Hearing no further nominations, Baugh closed nominations.

With a vote of 5-4, Vernon DeSear is the TDC Vice Chairman for 2014.

Lacrosse – Update

Sean Walter, CVB Sports Commissioner, gave brief update on sports. Walter introduced Dr. Chris Sforzo, local orthopedic surgeon and Lacrosse player/coach and Antonio Servano of Premier Sports Campus. Servano gave brief update on Premier Sports Campus and their relationship with the various sports

venues in Manatee County. Dr. Sforzo gave update on two Lacrosse Tournaments scheduled to be played at Premier Sports Campus in May and June 2014.

Elliott Falcione, CVB Director, thanked Dr. Sforzo and Antonio for their update and alerted the TDC members on the possibility of the CVB sponsoring future Lacrosse Tournaments. Falcione also commented about the great relationships being built among the different area sports campuses.

Economic Leadership Summit - Update

Sara Hand, SparkGrowth, and Stan Schultes gave update on the 2nd Annual Economic Leadership Summit which will be held April 10 & 11, 2014, as well as the BarCamp Sarasota-Bradenton DaVinci Fair event which will be held April 12 & 13, 2014. The Summit focus is on innovation, education, and collaboration and expects 350 decision leaders from across Florida and will be held at various venues around Manatee County. The Davinci Fair (BarCamp) to be held at MTI expects 600 participants. The 2015 Economic Leadership Summit may be held at the Bradenton Area Convention Center.

State of Tourism

Walter Klages, Data Research Services, gave update on state of tourism which was summed up as "tourism is doing well". Bradenton Area had an exceptional year in 2013; with a significant economic impact to the community. The European market has steadily increased over the past year and will continue to do so with an outlook of 4.5 – 6% increase in the future. Klages commented that the area's diverse sports market should no longer be considered a "niche" market for our area; it is more than a niche as it has a huge impact to the community's economy.

Falcione: CVB is placing ads for the MLS Initiative (a digital buy that will run thru the Fall) in the markets that the MLS teams are from. The ads mention the teams coming to the area to train.

Marketing & Sales – Update

Debbie Meihls, CVB Sr. Marketing Manager, gave update on: website traffic; Major League Soccer community banners; 3 pairs of skaters from Ellenton Sports & Ice Complex are currently at the Winter Olympics in Sochi; spring training initiatives; CVB's first Film Festival to be held May 15-18, 2014; working with the St. Pete Grand Prix and Tampa Bay Rays; CVB's Annual AdFair is May 7; Harvest & Harmony to be held May 17 (in collaboration with Southern Living); as well as upcoming travel shows.

Orbitz Worldwide – Presentation

Joanna Citarella, Orbitz, gave an update on the collaboration between Orbitz and the Bradenton Area CVB which ultimately will raise the awareness of our destination on Orbitz. Prior to the TDC meeting, (at the Industry Meeting) Citarella showed 2 of the 5 videos that are featured on Bradenton's custom landing page on the Orbitz website.

Public Relations - Update

Kelly Klotz, CVB PR & Social Media Manager, gave update on the various publicity the Bradenton Area has received including articles in USA Today, Orbitz, Huffington Post, Mail on Sunday and a promotion with a German radio station where 20 Germans won a trip to the Bradenton Area.

Public Comment

1. Brad Cooper, MTI Student, (currently studying Marketing) helped MTI team kick off an Olympic style event at Braden River including track & field, football, basketball, tug of war, and cornhole. It was an amazing undertaking and he learned a lot about marketing by helping to coordinate the event. Requested TDC members and industry members to talk to the classes at MTI about their businesses and possible internships.

New/Old Business

1. Elliott Falcione: thanked CVB staff for their ongoing work, as well as TDC members for their candid advice; introduced and thanked John Horne and Rob Ferguson for taking time to attend TDC meetings and consistently collaborating with the CVB; and gave update on interactive theatre production recently held at Crosley (Murder at Crosley).
2. Vernon DeSear: welcomed Vanessa Baugh as new TDC Chairman; thanked MTI students for attending recent TDC meetings and requested their input during Public Comment at meetings.
3. Barbara Rodocker: excited about New Year; finishing up renovations at Silver Surf and invited everyone to see the changes; excited about CVB initiatives; thanked MTI students for attending TDC meeting.
4. Jack Rynerson: recently toured IMG facility and raved about their amenities and the impact on our community.
5. David Teitelbaum: complimented Falcione and staff; has enjoyed being vice-chairman of TDC; gave update on success of the Save The Trolley program.
6. Mayor Wayne Poston, City of Bradenton: happy that Major League Soccer is in town; partnering with IMG with the community banners; soon Spring Training banners will be hung throughout downtown Bradenton.
7. Jean Peelen: thanked the CVB for their collaborations with the community.
8. Dale Sconyers: thanked Falcione and his staff; agreed with Walter Klages' reports and updates; happy with the sports events coming to our area.
9. Ed Chiles: gave kudos to Falcione and his staff; took the "mind-blowing" tour of IMG recently and was impressed to see that a sports hospital was being built at the facility; also went on a tour of Nathan Benderson Park and was impressed that such a sports magnet is in our backyard; very fortunate to have these sports venues.

10. Baugh: thanked TDC members for welcoming her as new Chairman; is amazed that Manatee County is so diversified; happy to see the tourist industry blossoming; community banner program success; and IMG being a great asset to this community.

There being no further business to discuss the meeting adjourned at 10:47am.

Approved in Open Session: April 21, 2014.