



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – June 6, 2014

Members who were Present: Chairman Vanessa Baugh, Vice-Chairman Vernon DeSear ,David Teitelbaum, Jean Peelen, Mayor Wayne Poston, Ed Chiles (arrived late), Dale Sconyers

Members who were absent: Barbara Rodocker, Jack Rynerson,

Members of Press were also in attendance.

Meeting was called to order at 1:05PM at the County Administration Building, BCC Chambers, 1112 Manatee Ave. W., Bradenton, Florida

Pledge of Allegiance
Invocation

Minutes

A motion was made by Jean Peelen, seconded by Dale Sconyers, to approve the April 21, 2014 TDC Minutes. Motion carried unanimously.

Public Comment

1. Rob Ferguson, Holiday Inn Lakewood Ranch, Chairman of Sarasota Manatee Hotel Committee, stated the importance of having back-up plans in case forecasts of a downturn come into reality.

Ed Chiles arrived.

Tourism Promotion Overview

Elliott Falcione, Director of the Bradenton Area CVB, gave Tourism Promotion Overview via PowerPoint Presentation. Bill Clague, Assistant County Attorney , gave PowerPoint Presentation on the overview of the legal uses of resort tax funds.

Discussion took place regarding tourist information center funding and how resort tax monies are levied and collected.

SANCA Agreement

Elliott Falcione requested TDC recommend approval of a new 3 year agreement with SANCA regarding the CVB advertising at Nathan Benderson Park and Ft. Hamer venues.

A motion was made by Ed Chiles, seconded by Mayor Wayne Poston, to recommend approval of 3 year agreement with SANCA to advertise at Nathan Benderson Park and Ft. Hamer.

Discussion took place re: monies that SANCA needs to raise for the construction of a boathouse at Nathan Benderson Park.

There being no further discussion, the Motion carried unanimously.

Bike Racks / Changing Stations for County-Owned Beach Parks

Elliott Falcione requested expenditures up to \$25,000 for bike racks and up to \$50,000 for 25 changing stations for Manatee County-owned beach parks.

A motion was made by David Teitelbaum, seconded by Vernon Desear, to recommend approval to the Board of County Commissioners for expenditures up to \$25,000 for bike racks and up to \$50,000 for 25 changing stations for Manatee County-owned beach parks.

Discussion took place re: Security for cabanas, locks on doors, locked at night, etc.

There being no further discussion, the Motion carried unanimously.

State of Tourism

Walter Klages gave PowerPoint Presentation on the State of Tourism and the April visitor profile report.

Public Comment

1. Judy Atari, Buffalo Lodging, thanked the CVB/TDC for focusing marketing/promotions on sports on the mainland. Atari's two hotels are full right now due mainly to sports events being held.

New/Old Business

1. Jean Peelen: reported the bill to give powers back to cities on the short term accommodations Bill is on Governor's desk to sign. Ed Chiles thanked all for their support of that Bill.
2. Elliott Falcione: invited public to the Pirates' All Star Game. Falcione and an SRQ rep as well as IMG rep will be going to Amsterdam in August for World Rowing Championships, and will extend the trip to Scandinavia to attempt to recruit soccer teams and to meet with international air carriers.

3. Mayor Wayne Poston: the Tampa Bay Business Journal recently held a luncheon for area non-profits. Realize Bradenton and the South Florida Museum won top awards at that luncheon.
4. Dale Sconyers: Holiday inn Lakewood Ranch was full last month due to weather and sports events. Commented on what an incredible facility and great company Feld Entertainment is.
5. Ed Chiles: Also commented on Feld Entertainment having their headquarters in Manatee County. Congratulated staff for the PowerPoint presentations and for spending less on promoting the islands and focusing on spending it on the other corners of the county.
6. Chairman Vanessa Baugh: commented on being Chair of a great advisory board; glad to see the diversification of CVB's marketing plan; thanked all and conveyed her proudness of the TDC and CVB.

There being no further business to discuss, the meeting adjourned at 2:20 pm

Approved in Open Session: August 18, 2014.