



**MANATEE COUNTY  
TOURIST DEVELOPMENT COUNCIL**

**Minutes – October 20, 2014**

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

Member who was absent: Jack Rynerson

Members of Press were also in attendance.

Meeting was called to order at 9:02AM at Bradenton City Hall, 101 Old Main Street, Bradenton, Florida

Pledge of Allegiance

Invocation by Rob Ferguson

**Minutes**

***A motion was made by David Teitelbaum, seconded by Vernon DeSear, to approve the August 18, 2014 TDC Minutes. Motion carried unanimously.***

**Public Comment**

1. Mayor Bill Shearon, City of Bradenton Beach, gave TDC members a token of appreciation – a piece of the old Bridge Street Pier; construction on the new pier is underway; first change order was \$250,000 credit; thanked members for the support of the pier.
2. Jeannie Pickwick, Anna Maria Island Community Chorus & Orchestra, invited all to Symphony on the Sand on November 8; getting good press, still need sponsors; tickets are underway; concert to feature songs from Beethoven, Beatles, and Beach Boys.

**Community Initiatives - Presentation**

Cihan Cobanoglu, Dean of USF Hospitality School, and John Horne, Anna Maria Oyster Bar, gave presentation on Veteran to Chef Program, which helps vets with basic skills to help them transition back into society and re-enter the workforce. Cobanoglu introduced Bryan Jacobs, a recent graduate of the program. Bryan gave brief bio and described his experience and success with the Program.

Cobanoglu, Horne and Jacobs requested sponsorships from local businesses, help from local restaurants and rental accommodations (housing) for the future vets who will take the course.

**Pre-Season MLS Update**

Elliott Falcione gave update on Scandinavia trip where he and IMG reps met with 10 different soccer teams who want to come over here and play with US Major League Soccer teams; IMG & Premier Sports Campus are working closely together on different sports initiatives.

**Motion was made by Ed Chiles, seconded by David Teitelbaum, to recommend to the Board of County Commissioners approval to change definition of current budget line item "Sports Segment Marketing & Public Relations Initiative" to new definition "MLS/IMG sports Marketing & Promotional Initiative". Motion carried unanimously.**

**Motion was made by Vernon DeSear, seconded by Dale Sconyers, to recommend to the Board of County Commissioners approval to move \$75,000 from Reserves to MLS/IMG Sports Marketing & Promotional Initiative line item to be utilized to bring additional professional teams to the MLS pre-season training camp. Motion carried unanimously.**

Chris Ciaccio and Scott Dean of IMG Academy thanked members for continued support and gave update on 2014 MLS Pre-Season event.

Falcone: IMG will again donate 25% of ticket sales to the Bradenton Area Economic Development Council; reiterated the importance of focusing on the first time visitor; It Works! Recently held another convention here which brought in 4,000 attendees; they've added a European president to get more int'l clientele.

**Venue Advertising Agreement WITH Premier Sports Campus**

Falcione: Schroeder Manatee Ranch has committed \$1.2 million in capital improvements for Premier Sports Campus in 2015 to upgrade the facilities with restrooms, bleachers, meeting space, etc... In order to reinforce the CVB brand at that facility, a great private/public partnership, Falcione requested investment of up to \$100,000 per year for 5 years for brand venue advertising.

**Motion was made by Vernon DeSear, seconded by David Teitelbaum, to recommend to the Board of County Commissioners approval of up to \$100,000 per year for 5 years for venue advertising buy. Motion carried unanimously.**

Antonio Savano, Premier Sports Campus, thanked TDC members for continued support.

### **SRQ Update**

Mark Stuckey, SRQ, gave update on Sarasota Bradenton Int'l. Airport including: airport being debt-free; received \$9.1 million grant to build new air tower; updated members on the airlines; new United Newark flight; thanked the TDC for continued support of SRQ; Scandinavia trip update; thanked CVB staff for helping to market SRQ around the globe.

Falcione: thanked SRQ for sponsoring the Bradenton Area Riverwalk Regatta concert in the park to be held Feb 7, 2015.

Discussion was held re: difficulty of flying in/out of SRQ to New York; flight attendants announcing "Welcome to Sarasota" instead of "Welcome to Sarasota Bradenton". Stuckey and Falcione: meetings will continue with Delta Airlines to be assured the manifests say "Sarasota Bradenton" and not just "Sarasota".

### **Airline Initiatives**

Falcione requested recommendation for two airline initiatives.

**Motion was made by Vernon DeSear, seconded by Jean Peelen, to recommend to the Board of County Commissioners approval of expenditures up to \$50,000 for Jet Blue Airline co-op partnership. Motion carried unanimously.**

**Motion was made by Vernon DeSear, seconded David Teitelbaum, to recommend to the Board of County Commissioners approval of expenditures up to \$25,000 for United Airline co-op partnership. Motion carried unanimously.**

### **Anna Maria Island Chamber Reimbursement Agreement**

Falcione: the new tourist information kiosk at Manatee Public Beach is currently under construction and should be open in early November; requested increasing the reimbursement to Anna Maria Island Chamber of Commerce by \$5,000 per year to have the AMI Chamber manage the new kiosk.

**Motion was made by Mayor Wayne Poston, seconded by Vernon DeSear, to recommend to the Board of County Commissioners approval of increasing reimbursement to the Anna Maria Island Chamber of Commerce in the amount of \$5,000 per year for five years in order to have the AMI Chamber manage the new tourist info kiosk at Manatee Public Beach. Motion carried 7 – 0, with David Teitelbaum abstaining from the vote.**

Larry Chatt, President of the Anna Maria Island Chamber, thanked the TDC for the continued partnership.

### **Sports Commission Update**

Falcione introduced Sean Walter, CVB Sports Director. Walter gave PowerPoint overview of the sports held in 2013/2014 and the economic impact it has had for the area; as well as upcoming sports events.

Discussion was held re: Pittsburgh Pirates have committed \$6.5 million for renovations to Pirate City, renovations will be completed by Spring Training; United Nation's event to be held at IMG for next 10 years.

### **Facilities Update**

Sable Perrin, CVB Facilities Manager, gave PowerPoint Presentation update regarding Bradenton Area Convention Center & Powel Crosley Estate. Aimee Blenker, CVB Travel Trade & Industry Relations Manager, gave update on group sales.

Discussion took place re: Some meeting facilities missing from the meeting planner guide (update: the meeting planner guide contains the hotels with large meeting space; however, all meeting hotels are listed on BACVB Sales Kit and CVB website; additional printed sheets will be added if needed); TDC members commended staff on the renovations at Convention Center.

Falcione: IMG Academy, with the help of Aimee Blenker, successfully hosted a high end event at Crosley recently.

### **State of Tourism**

Dr. Walter Klages, Research Data Services, gave update on economic impact of tourism, occupancy, ADR, as well as the state of the national economy, as well as European and Scandinavian markets.

Discussion took place re: occupancy figures vs. room rates; Scandinavian market.

### **Public Comment**

1. Rob Ferguson, Holiday Inn Lakewood Ranch & Fairfield Inn & Suites Lakewood Ranch, commended the CVB for involvement in the hotel committee meetings; asked CVB to be cautious when promoting to prospective visitors during the "in season; County's east hotels are benefitting from events held at area sports facilities.
2. Glenn Gibellina, resident of Manatee County and Board Member of the Remote Area Medical, which provides free medical care, eyeglasses, and dental services for the indigent. Gibellina requested consideration for a price break in hotel rooms for the doctors/patients, as well as free space at Convention Center or Pirate City, etc. to set up shop.

**New/Old Business**

1. David Teitelbaum: Requested updated Google analytics for September (*update: they were sent to TDC members via email on 10/20/2014*)
2. Kelly Clark, CVB Communications Manager, introduced Megan Body as CVB's new Digital Marketing Assistant. Megan gave brief bio; looking forward to working with the CVB.
3. Elliott Falcione: Excited to have found Megan, who will do very well with the industry; PR/Social Media & Marketing updates will be included in December TDC meeting; gave update on Aqua Marketing trip to Houston TX to hold "DeskSides" at United Airlines Res Center; CVB currently working on 2 year budget for 2015/2016 will present to TDC in June, 2015.
4. Ed Chiles: Expressed his happiness that our industry, CVB and TDC have healthy relationships and partnerships.
5. Dale Sconyers: Blessed to have Sean Walter as our Sports Director; thrilled with the sports organizations in the community; hosted 108 kids at his hotel recently due to sporting tournaments.
6. Jean Peelen: People renting out rooms in their homes without any regard for neighbors or tourism tax laws, etc.
7. Mayor Wayne Poston: Recently visited a few sporting and community events as well as area restaurants; renovations at Chiles' restaurants are incredible.
8. Chairman Vanessa Baugh: expressed her happiness with how traffic has been moving along wonderfully during and after the opening of The Mall at University Park Center;
9. Vernon DeSear: commended Falcione for continued success by assembling a great team at the CVB and for his relationships/partnerships he has acquired; expressed his delight with everyone working together to assure that every part of the County continues to grow and prosper.
10. Barbara Rodocker: Everyone works so well together; the collaboration and desire to make things move; commended Elliott for the successes.

There being no further business to discuss, the meeting adjourned at 11:12 am.

**Approved in Open Session: December 8, 2014**