



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – April 25, 2016

Members who were Present: Chairman Carol Whitmore, Jean Peelen, Jack Rynerson, Ed Chiles, Mayor Wayne Poston, Dale Sconyers

Members who were Absent: Vice-Chairman David Teitelbaum, Vernon DeSear, Scott Busby

Members of Press were also in attendance.

Meeting was called to order at 9:00AM at the Holmes Beach City Hall, 5801 Marina Drive, Holmes Beach, FL 34217

Introduction of TDC Members

Moment of Silence

Pledge of Allegiance

Minutes

A motion was made by Jack Rynerson, seconded by Jean Peelen, to approve the October 19, 2015 and the February 22, 2016 TDC minutes. Motion carried unanimously.

Public Comment

1. Caryn Hodge, Marketing Director for the Chiles Group, reminded everyone about Food and Wine on Pine to be held May 7, 2016.
2. Ed Goff, interested citizen, provided a handout regarding Multi-use Pathways. Chairman Whitmore will give to County Attorney's office to review.

Legislative Update

Michael Gallen, Manatee Chamber of Commerce, gave a legislative update and provided a handout regarding 2016 State Legislative Priorities.

Discussion took place re: use of Tourist Tax to be used for additional Police during peak tourist season; Manatee Avenue/Cortez Bridge issues.

Sarasota Bradenton Int'l. Airport (SRQ) Update

Mark Stuckey, SRQ, gave update on the airport passenger counts, the current airlines, recent events, remodeling, the future covered parking section (250 spaces) for preferred parking and valet, and the new interactive information booth for both the Bradenton and Sarasota CVB's.

Mid-Summer Events – It Works Conference Week – Request for Sponsorship (\$50,000)

Elliott Falcione, BACVB, gave brief overview of the request for \$50,000 to sponsor It Works mid-summer event. It Works staff will attend August TDC meeting to provide a post-mortem report of their July event.

A motion was made by Ed Chiles, seconded by Jean Peelen, to recommend to the County Commissioners approval of expenditures in the amount of \$50,000 to sponsor the It Works Conference Week. Motion carried unanimously.

State of Tourism Update

Anne Wittene, Research Data Services, provided statistics for February 2016. Wittene stated that our destination has seen 24 straight months of growth.

Public Relations Update

Kelly Clark, BACVB, gave an update on the CVB's recent events, domestic and international press received, and travel writers that visited the Bradenton Area.

Tiger Grant for Anna Maria Island Capital Projects

A letter of support for the Tiger Grant for Anna Maria Island Capital Projects was presented to the TDC for signature.

Discussion took place re: how this grant ties into everything the island cities have already been focusing their efforts on; business owners stand in agreement and support this measure; the island cities are now working together and have a "Shovel Ready Plan"; this was borne out of the ULI Study.

A motion made by Ed Chiles, seconded by Dale Sconyers, to support the Tiger Grant application for Anna Maria Island Capital Projects. Motion carried unanimously.

Public Comment

Ed Goff, interested citizen, thanked those who have been working on behalf of the bike lane efforts.

New/Old Business

1. Chairman Whitmore asked that the Island Mayors consider helping the City of Anna Maria get the funding for the restoration of the AMI Pier.
2. Mayor Poston stated the City of Bradenton is experiencing heavy traffic and road congestion during peak season.
3. Ed Chiles offered suggestions to help with the excess traffic during peak season including employing traffic officers, having eyes in the sky, intermodal transport lanes on the bridges, and water taxis.
4. Jean Peelen suggested a parking garage off 75th Street and on Manatee Public Beach to help alleviate traffic; and suggested affordable housing on the islands for millennials, etc.
5. Jack Rynerson stated the Manatee Avenue Bridge would most likely become a fixed span within the next 10 years; the Cortez Bridge cannot have a fixed span but are looking at an additional height of 37 feet; another bridge will need to be built over the Manatee River before the Desoto Bridge is taken out of commission for replacement as this will take a little over 2 years to complete.
6. Elliott Falcione stated that over the next 3 years Manatee County will see about 600 rooms coming on line; Convention Center Hotel process is moving along; the BACVB will now only market May – December (however, he cautioned that this could be risky should there be a downturn in the economy); Aqua will present the BACVB's new marketing campaign at the June TDC meeting.

There being no further business, the meeting adjourned at 10:50AM

Approved in open session: June 20, 2016