



**MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL
Minutes – August 15, 2016**

Members who were Present: Chairman Carol Whitmore, Vice-Chairman David Teitelbaum, Doug Copeland, Jack Rynerson, Vernon DeSear, Dale Sconyers, Trevor Gooby

Members who were absent: Ed Chiles, Mayor Wayne Poston

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

Moment of Silence

Pledge of Allegiance

Introduction of TDC Members

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Chairman Carol Whitmore introduced new TDC Members Doug Copeland, Chair of the Anna Maria City Commission, and Trevor Gooby, Pittsburgh Pirates. Both provided brief background on themselves.

Minutes

A motion was made by Vernon DeSear, seconded by Jack Rynerson, to approve the June 20, 2016 TDC minutes. Motion carried unanimously.

Public Comment

Cathy Slusser, Dept. of Historical Resources, gave an update on the Crosley Exhibition currently being held in various historical venues in the County. Elliott Falcione and Cathy also gave an update on the Myakka Schoolhouse.

SRQ Update

Mark Stuckey, Sarasota Bradenton Int'l. Airport (SRQ) gave update on airlines, incentive packages for airlines, summer business, current projects and construction taking place at SRQ.

Discussion took place re: BACVB mural at SRQ; charging stations; information kiosk in the baggage claim.

Visit Tampa Bay Partnership

Elliott Falcione introduced Santiago Corrada, Director of the Tampa Bay CVB. Corrada gave brief background and update on the partnership between the Bradenton Area CVB and the Tampa Bay CVB.

LEGOLAND Partnership

Kelly Clark introduced Brittany Williams, PR Director of LEGOLAND Florida. Williams gave background, history, and stats of LEGOLAND and updated members on the partnership between the Bradenton Area CVB and LEGOLAND.

State of Tourism - Update

Walter Klages, Research Data Services, reviewed the June, 2016 visitor profile study; updated members on the Zika virus as well as Brexit's impact to the U.S.

Discussion took place re: the danger of media headlines and potential misperceptions by readers.

Sports Commission Update

Sean Walter, CVB Sports Commissioner, gave brief background on himself, introduced Micah Poll (intern) and Ebony Livingston (PT Sports Rep) to give sports update.

Antonio Saviano, Premier Sports Campus, gave update on changes made to Premier Sports Campus; thanked TDC for the partnership/sponsorship.

Discussion took place re: start/end times of sporting events; the need for a sports events calendar; the number of potential Olympic gold medal athletes training in the area.

Public Comment

There was no Public Comment

New Old Business

1. Elliott Falcione: CVB is holding an all-day strategy meeting with our marketing team on August 25; Dr. Pat Moreo, new Dean at USF Hospitality School, will be invited to a future TDC meeting; Internships at CVB; Zota (new hotel on the former Hilton Longboat Key property) update.
2. Vernon DeSear: partnerships are outstanding; capitalizing on the strengths of others; zika virus update - very fortunate that we don't have a problem at this time.
3. David Teitelbaum: Welcomed new members.
4. Dale Sconyers: good meeting
5. Trevor Gooby: along with Elliott, promoted Bradenton recently at Pittsburgh Sales Mission (Sister City Meetings
6. Doug Copeland: parking on Anna Maria Island.

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

Approved in Open Session: October 17, 2016