



MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

Minutes – December 12, 2016

Members who were Present: Chairman Carol Whitmore, Ed Chiles, Doug Copeland, Jack Rynerson, Vernon DeSear, Jiten Patel

Members who were absent: Dale Sconyers, Mayor Wayne Poston, Vice-Chairman David Teitelbaum

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

Minutes

A motion was made by Vernon DeSear, seconded by Jack Rynerson, to approve the October 17, 2016 TDC minutes. Motion carried unanimously.

Public Comment

Caryn Hodge, Chiles Group, invited all to Christmas on Bridge Street on Saturday, Dec 17 from 4:30pm – 8:30pm.

Hernando DeSoto Historical Society – Update

Ray Niecestro, Hernando DeSoto Historical Society, gave update on recently held events as well as upcoming events.

Legal Uses of Tourist Development Tax Proceeds

William “Bill” Clague, Manatee County Assistant County Attorney, updated members on Legal Uses of Tourist Development Tax (TDT) Proceeds as well as recent legislative changes made to FSS 125.0104 allowing for expanded use of TDT funds to be used for hiring additional Public Safety employees during peak season, which only 3 Counties in the State of Florida are eligible to participate, Manatee County not being one of them.

Public Comment:

1. Nancy Deal, Holmes Beach: the eligibility of Anna Maria City Pier renovations to be paid for with TDT funds.

Legislative Update

Nick Azzara, Manatee County Outreach Coordinator and State Legislative Liaison, gave update on the legislative concerns of Manatee County, and reviewed the County’s wish list of priorities and the Key Dates.

Discussion took place re: the need to ask Legislators to edit the newly revised FSS 125.0104 to increase the population threshold to allow more Counties to be eligible for the amendment to the State Statute re: TDT Funds; the legality of granting extra monies in the CVB budget towards the hiring of Public Safety, Police, etc. during peak season.

A motion was made by Doug Copeland, seconded by Ed Chiles, to recommend to the County Commissioners to Include in the Manatee County legislative agenda a request to expand the use of Tourist Development Tax funds. Motion carried unanimously.

County-Wide Arts, Culture, and Heritage Initiative – Update

Jane Buckman, Manatee County Arts Working Group, gave update on the viability of creating a county-wide arts culture and heritage initiative in Manatee County. The Arts Working Group will come back in spring 2017 with another update.

2017 World Rowing Championships – Update

Meredith Scerba, Suncoast Aquatic Nature Center Associates (SANCA), gave update on the 2017 World Rowing Championships, which will need 2000 volunteers.

Discussion took place re: food and hotel rooms for the event.

Travel Journal Showcase

Wes Roberts and Lisl Liang of SRQ Media introduced the CVB's new Travel Journal, which took the place of the standard CVB-issued Visitor Guide. The digital version, i-Phone compatible, will be on the web soon.

State of Tourism – Update

Dr. Walter Klages, Research Data Services, reviewed the visitor profile research for September and October, 2016.

Discussion took place re: European Market.

Manatee Public Beach Tourist Info Kiosk – Request for funding up to \$15,000 annually

Elliott Falcione, Bradenton Area CVB, requested increasing the amount we currently provide to the Anna Maria Island Chamber to allow them to hire ambassadors to work at the Tourist Info Kiosk at Manatee Public Beach. CVB is currently checking with County Attorney's office to see if this is an allowable use of TDT funds.

A motion was made by Jack Rynerson, seconded by Jiten Patel, to recommend to the County Commissioners to increase the amount provided to the AMI Chamber by \$15,000 per year to allow them to hire ambassadors to work at the Tourist Info Kiosk at Manatee Public Beach. Motion carried unanimously.

Beach Renourishment Update

Charlie Hunsicker, Manatee County Parks & Natural Resources, reviewed the County's beach renourishment program and its history. Hunsicker also showed a video of the beach renourishment efforts over the years.

Public Comment

There was no public comment.

New Old Business

1. Jack Rynerson: Zota, new hotel on Longboat Key, will help in increasing our tourist tax proceeds which will also increase beach renourishment funding.
2. Jiten Patel: thanked the county commissioners for appointing him to TDC.
3. Ed Chiles: thanked Charlie Hunsicker for his commitment to beach renourishment.
4. Elliott Falcione: Manatee County will see an addition of about 600 rooms in our inventory in next 3 years.

There being no further business to discuss, the meeting adjourned at 11:41am.

Approved in Open Session: February 13, 2017