



## MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL

### Minutes – February 22, 2016

Members who were Present: Chairman Carol Whitmore, Vice-Chairman David Teitelbaum, Vernon DeSear, Jean Peelen, Barbara Rodocker, Jack Rynerson, Mayor Wayne Poston, Vernon DeSear, Dale Sconyers

Member who was Absent: Ed Chiles

Members of Press were also in attendance.

Meeting was called to order at 9:00AM at the Manatee County Administration Building, 1112 Manatee Avenue West, Bradenton, Florida

*Introduction of TDC Members*

*Moment of Silence*

*Pledge of Allegiance*

#### **Minutes**

***A motion was made by Jean Peelen, seconded by Vernon DeSear, to approve the December 7, 2015 TDC Minutes. Motion carried unanimously.***

#### **Presentation of Plaque to former TDC Chairman Vanessa Baugh**

Elliott Falcione, Bradenton Area CVB, presented a plaque to former TDC Chairman Vanessa Baugh. Baugh humbly accepted the plaque and thanked TDC members for the honor of being Chairman.

#### **Public Comment**

1. Antonio Saviano, Premier Sports Campus, thanked the TDC for the continuing support of the Campus.

#### **Election of TDC Vice-Chairman for 2016**

Chairman Whitmore opened the floor to nominations. Vernon DeSear nominated David Teitelbaum. Hearing no more nominations, Whitmore closed nominations.

***A motion was made by Vernon DeSear, seconded by Dale Sconyers, to appoint David Teitelbaum as the Vice-Chairman of the TDC for 2016. Motion carried unanimously.***

#### **Millennial Conference – Request for sponsorship (\$7,500)**

Elliott Falcione gave a brief overview of the Millennial group of Manatee County employees, named M3. M3 will hold a 3 day Millennial Conference (MCon) inviting Millennials from a 100 mile radius of the Bradenton Area. CVB would like to sponsor the 2016 event up to \$7,500. M3 will try to expand the MCon event next year to make it a regional event.

***A motion was made by David Teitelbaum, seconded by Vernon DeSear, to recommend to the Board of County Commissioners approval of expenditures up to \$7,500 for the three day 2016 Millennial Convention (MCon). Motion carried unanimously.***

Falcione introduced Cheri Coryea, Director of the Manatee County Neighborhood Services Department, who gave a brief overview of the MCon event and introduced several M3 members.

Discussion took place regarding: affordable housing for the Millennials, pop-up events, the needs of the Millennials, the importance of millennial input on the future of the Bradenton Area.

**Manatee Performing Arts Center/Request for sponsorship (\$50,000/year for 5 years)**

Elliott Falcione gave brief overview of the sponsorship request of \$50,000/year for 5 years and described the deliverables the CVB will get in return for the sponsorship.

Janene Amick, Director of the Performing Arts Center, thanked TDC for the past support and for considering this new sponsorship opportunity and gave brief update on the Manatee Performing Arts Center.

***A motion was made by David Teitelbaum, seconded by Wayne Poston to recommend to the Board of County Commissioners approval of sponsorship up to \$50,000 per year for 5 years to the Manatee Performing Arts Center.***

Discussion took place regarding: the need for a crosswalk from the parking area to the Center; the absence of matching funds for this expenditure (this is a sponsorship, not a reimbursement).

Vernon DeSear announced he would recuse himself from voting on this item due to the fact that he sits on the MPAC Board; however, Chairman Whitmore stated that unless he was personally benefitting financially (which Vernon DeSear is not), he must vote on the issue.

***There being no further discussion, the motion carried unanimously.***

**Promotions Update**

Aimee Blenker, BACVB Industry Relations Manager, gave update on CVB's recent promotions and sweepstakes including those with OPI / Coastal Living Magazine and the Pittsburgh Penguins.

**Sports Commission Update**

Sean Walter, BACVB Director of Sports, introduced Ebony Livingston, CVB's new sports coordinator. Walter and Livingston gave update on sports including the events the CVB has sponsored; the area venues and their new upgrades; the Sports Playbook collateral piece; and gave an update on Major League Football.

Discussion took place regarding: beach volleyball, Premier Sports Campus.

**State of Tourism - Update**

Anne Wittine, Research Data Services, gave update on December, 2015 Visitor Profile including economic impact, occupancy, average daily rate, European visitation, etc.

**Facilities Update**

Sable Santana, Facilities Manager of the Bradenton Area Convention Center and Crosley Estate, gave annual update on the facilities and invited members and audience to the Crosley Foundation Open House being held March 22-24, 2016. Santana also updated members on the revised rate and policy resolution; sales strategies; and staff training.

**Public Comment**

1. Rob Ferguson, Director of Sales of the Holiday Inn Lakewood Ranch and Chairman of Sarasota Bradenton Hotel Committee, stated he was concerned about the bill currently in legislation regarding the possibility of 10% of tourist taxes being dedicated to law enforcement.
2. Caryn Hodge, Chiles Group, invited everyone to Food and Wine on Pine on May 7, 2016.

**New Old Business**

1. Elliott Falcione: gave update on Bruce Dumont show; Pittsburgh Penguins promotion was done to help us continue to try to get non-stop flight from Pittsburgh to SRQ; USF is currently interviewing the new Dean of Hospitality position; gave update on World Rowing Championships; October 19, 2015 TDC meeting minutes still need to be approved and will be brought forward in April for approval. .
2. Jack Rynerson: gave update on SRQ.
3. Scott Busby: continuing to enjoy the great economy.
4. Vernon DeSear: We were late in getting the flu this year, must be vigilant in our efforts to keep washing hands; was a great meeting; excited to work with Millennials.
5. Jean Peelen: Grow our cities on the island to keep a stable base so the schools and churches don't move off the island.
6. David Teitelbaum: Wonderful place to live and work. Business is good.
7. Mayor Poston: some people are moving here due to sports events; restaurants are being filled with busloads of sports teams.
8. Dale Sconyers: happy to see the development of 7 – 8 new hotels in both Counties
9. Chairman Whitmore: need to continue to come up with creative ways to deal with the visitors so they can have a good experience instead of sitting in traffic trying to get to the beach.

There being no further business, the meeting adjourned at 10:35

**Approved in Open Session: April 25, 2016**