



**MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL
Minutes – June 20, 2016**

Members who were Present: Chairman Carol Whitmore, Vice-Chairman David Teitelbaum, Jean Peelen, Jack Rynerson, Ed Chiles, Mayor Wayne Poston, Vernon DeSear

Member who was absent: Dale Sconyers

Members of Press were also in attendance.

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

Moment of Silence

Pledge of Allegiance

Minutes

A motion was made by Vernon DeSear, seconded by Ed Chiles, to approve the April 25, 2016 TDC minutes. Motion carried unanimously.

Public Comment

There was no Public Comment

State of Tourism Update

Dr. Walter Klages, Research Data Services, provided statistics for March and April, 2016.

Social Media Update

Kelly Clark of the BACVB, and Kevin McNulty of Netweave, provided an update on the BACVB's social media (Pinterest, Instagram, Facebook, etc.).

2017 Brand Campaign

Dave DiMaggio, Richard Phebus, and Michelle Tomas, of Aqua, presented the BACVB's brand campaign for Summer and Fall, 2016.

Chairman Whitmore suggested the BACVB give same presentation to Board of County Commissioners.

Myakka Schoolhouse Museum – Request for Capital Improvements (\$50,000)

Elliott Falcione, BACVB, presented the Myakka Schoolhouse Museum's request for Capital Improvements in the amount of \$50,000 (contingent on the Schoolhouse securing a State Historic Preservation Grant of at least \$50,000). Mosaic has put some equity towards the project as well. John Barnott and Kathleen Thompson of Manatee County Building & Development Services gave brief background on the Myakka Schoolhouse.

A motion was made by David Teitelbaum, seconded by Vernon DeSear, to recommend to the County Commissioners approval of expenditures in the amount of up to \$50,000 for Capital Improvements to the Myakka Schoolhouse Museum (contingent on the Schoolhouse obtaining a State grant of at least \$50,000). Motion carried unanimously.

Marilyn Coker, Myakka Historical Society, thanked the TDC members for the recommendation.

Amara Nash, Manatee County Clerk of Court Office, gave update on the Florida Maritime Museum, with which the CVB currently has a 2 year reimbursement agreement (up to \$180,548 for capital improvements) signed in 2015. The Museum is still in fundraising mode and to date hasn't requested reimbursement.

Ed Chiles suggested extending the length of the Agreement to give the Museum more time for fundraising.

Pittsburgh Pirates – Request for Capital Improvement to McKechnie Field (up to \$1 Million)

Elliott Falcione presented the Pittsburgh Pirates request for up to \$1 Million for a new scoreboard for McKechnie Field.

Discussion took place re: friendliness of the staff and affordability at McKechnie Field, 14 former Mauraders are now in MLB, the Pirates' donation of \$1.2 Million to the local Boys and Girls Clubs, and the Pirates have invested over \$12 Million in Bradenton over the last four years.

A motion was made by Vernon DeSear, seconded by Jack Rynerson, to recommend to the County Commissioners approval of expenditures in the amount of up to \$1,000,000 for Capital Improvement to McKechnie Field. Motion carried unanimously.

Public Comment

There was no Public Comment.

New/Old Business

1. Jean Peelen: Island officials are displeased at the prospect of "brand" businesses (McDonalds) coming to Anna Maria Island. Island officials are working towards a moratorium to block this from happening.
2. Elliott Falcione: presented a plaque to Jean Peelen, whose seat on the TDC expires June 30. Chairman Whitmore recognized Peelen for all her accomplishments. Members thanked Jean for her years of service to the TDC.

Falcione announced the resignation of Scott Busby from the TDC effective June 1, 2016.

Falcione also gave an update on 2017 World Rowing Championship.

3. Ed Chiles: critical need for intermodal transportation; bridge issues.
4. Chairman Whitmore: bike paths needed on the island; mentioned the Tiger Grant application the County has applied for and that the TDC has recommended up to \$1.5 Million as matching dollars if we are awarded the Grant.
5. Vernon DeSear: applauded the efforts of the preservation of Manatee County.

There being no further business, the meeting adjourned at 11:10AM

Approved in Open Session: August 15, 2016