



**MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL**

Minutes – June 18, 2018

Members who were Present: Vernon DeSear (Vice-Chair), Mayor Wayne Poston, Ed Chiles, Jack Rynerson, Jiten Patel, Doug Copeland, Dale Sconyers (arrived late)

Member who was Absent: Chairman Carol Whitmore

Members of Press were also in attendance.

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

Moment of Silence; Pledge of Allegiance

Minutes

A motion was made by Doug Copeland, seconded by Jack Rynerson, to approve the April 16, 2018 minutes. Motion carried unanimously.

Public Comment

There was no Public Comment.

Request to amend the Realize Bradenton/Art Walk Reimbursement Agreement

Elliott Falcione, Bradenton Area CVB, requested the TDC recommend amending and extending the Realize Bradenton Art Walk Reimbursement Agreement. The success of the Art Walk is resonating well in the marketplace and the CVB wants to continue this partnership with Realize Bradenton by allowing them the opportunity to add more artwork to the urban core/Riverwalk.

Discussion took place re: amount currently being reimbursed to Realize Bradenton; Art Walk adding to the character of the visitor experience.

Motion was made by Ed Chiles, seconded by Jiten Patel, to recommend to the County Commissioners approval to amend the Realize Bradenton Art Walk reimbursement agreement to support additional art in the urban core/Riverwalk in the amount of up to \$150,000, a one-time expenditure. Motion carried unanimously.

Request to amend the Tourist Development Tax Plan – City of Bradenton /Pittsburgh Pirates Spring Training

Elliott Falcione, Bradenton Area CVB, requested the TDC recommend to the County Commissioners approval of amending the Tourist Development Tax Plan and the Interlocal Agreement with the City of Bradenton (City) to allow an additional up to \$50,000 per year to allow for the annual reimbursement of property taxes the City pays to the County annually for LECOM PARK. The current reimbursement to the City is a flat rate of \$400,000 per year for debt service. Adding up to \$50,000 per year will cap the reimbursement total to the City to up to \$450,000 per year thru the year 2032. Since the 1990s, the County had an agreement that the City would pay the property taxes and the County would reimburse the City for those dollars utilizing general fund proceeds. This amendment would allow the County to utilize TDT proceeds instead of general fund dollars.

Discussion took place re: Premier Sports Campus debt service.

A motion was made by Jack Rynerson, seconded by Ed Chiles, to recommend to the County Commissioners approval of amendment of the Tourist Development Tax Plan and amendment of the Interlocal Agreement with the City of Bradenton to increase the annual reimbursement to up to \$450,000 annually instead of up to \$400,000 annually. Motion carried unanimously.

TDC Member Dale Sconyers arrived at the meeting.

2019/2020 Marketing Plan

Dave DiMaggio, Aqua Marketing & Communications, (the Bradenton Area CVB's ad agency) introduced Summer Wright as the BACVB account executive; gave overview of the 2019/2020 Marketing Plan.

Adara Program

Amber Coldren, Aqua, gave an overview of the new digital data co-op program "Adara" that Aqua is using to more accurately pinpoint the best prospects for our area. Coldren also showed a sample report that Adara sent to Aqua.

Discussion took place re: new mining of data; the expense to Aqua for the program; how Adara derives their figures/stats; the need to compare month/year vs month/year, not this month vs next month.

Cure Campaign for 2019/2020

John Fischer, Aqua, gave an overview of the BACVB's new ad campaign direction for the next year. Fischer will also give the same presentation at the BACVB's partner event on August 14.

State of Tourism – Update

Dr. Walter Klages, Research Data Services, gave update on the State of Tourism thru April, 2018.

Discussion took place re: visitors not knowing county lines; Allegiant Air; update on other regional markets; Airbnb; the BACVB may need to come to TDC in the future to increase the marketing budget to protect our brand and assets.

Public Comment

1. Dr. Pat Moreo, University of Florida – Sarasota Manatee campus, gave update on hospitality program at USFSM and the new student-run café being built on-site at USFSM.

Elliott Falcione, BACVB: requested our hospitality industry help USFSM with their intern program.

2. Dick O'Dowd, interested citizen, invited everyone to the Town of Longboat Key's 4th of July celebration at Bicentennial Park, with food, games, and the "shortest 4th of July parade in the US".

New/Old Business

Mayor Wayne Poston: The 4th of July fireworks event over the Manatee River will be done by Zambelli.

Elliott Falcione: Requested TDC members check out Adara.com and learn more about it. Next TDC meeting is August 20 at AMI Community Center.

There being no further business to discuss, the meeting adjourned at 10:37am.

These minutes are in draft form until approved at the August 20, 2018 meeting.