



TDC MEETING MINUTES

December 11, 2014

Commissioner Brian Hamman called the meeting to order at 2:30 p.m. and led the Pledge of Allegiance. Council members in attendance: Fran Myers, Jeff Webb, Colleen DePasquale, Tony Lapi, Pamela Cronin, Councilman Forrest Banks, Mayor Kevin Ruane and René Affourtit. Rob Wells was excused.

Commissioner Brian Hamman thanked the TDC for the privilege to lead them as Chairman, and thanked Commissioner Larry Kiker for serving as TDC Chair for the past two years.

Councilman Forrest Banks made a motion, seconded by René Affourtit to approve the TDC Meeting Minutes of November 13, 2014. The motion passed unanimously.

Public to be Heard

- Beth Oliver, Offshore Sailing School, announced the Celebrity Pro-Am Regatta to be held from January 8-10, 2015. This “Party with a Purpose” presented by Merrill Lynch Wealth management will benefit The Leukemia & Lymphoma Society and it will be held at the Pink Shell Beach Resort & Marina.
- Paul McCarthy, Captiva Cruises, thanked the TDC for holding their meeting on Captiva, and for their support of Captiva Holiday Village.

VCB Executive Director’s Report

- Tamara Pigott reported that the preliminary bed tax collections for the month of October 2014 were \$1,485,249, a 22.1% increase over the preliminary collections in October 2013 and the largest October collection in history.
- STR Report – Occupancy for October was up 12.9%, ADR increased by 6.7% and RevPAR was up 20.5%. Lee County experienced a 21.3 % increase in Room Revenue while Available Rooms decreased by 0.7% and Rooms Sold were up by 13.7%.
- RSW Report – Total Passenger count of 503,243 for October 2014, an increase of 5.2 % over October 2013.
- Clayton Reid, MMGY Global President & CEO, presented the Top 10 travel insights for 2015 including millennial travelers, smarter consumers and changing business models.
- Laura Chmielewski, VCB Director of Marketing & Communications, recapped a successful fall season, and expects a positive outlook for the next quarter. The Co-op program that was launched in late October is very popular, and continues to attract new industry partners to participate every year. The *Island Findings* campaign set to launch in early 2015 features a video web series from unique points of view on the inspiring aspects of our destination. Laura thanked Justin Friede, MMGY, for all his hard work on these videos.
- Jeff Mielke, Lee County Sports Development Executive Director, reported successful summer figures. The Sports Development office generated more impact in July than any other month in its 11-year history. The results included 37,935 hotel room nights and \$16.8 million in direct visitor spending.
- Tamara Pigott introduced Four Communications, the new representation for The Beaches of Fort Myers and Sanibel in the UK, Ireland and Scandinavia.

Special Presentations

- Louis Kaplan, Jeff Hickcox and Adam Bauer, of iHeartMedia, presented the TDC with a commemorative guitar signed by the performers at the first Island Hopper Songwriter Fest. Commissioner Brian Hamman thanked everyone for a successful event. The guitar will be displayed in Admin East.

Old Business

- None to be heard.

New Business

- Fran Myers made a motion, seconded by Pamela Cronin to retain René Affourtit as the TDC vice chairman for 2015. The motion passed unanimously.
- Pamela Cronin made a motion, seconded by René Affourtit to approve the 2015 TDC meeting schedule. The motion passed unanimously.

TDC Member Items

- Tony Lapi wished everyone a safe and Happy Holiday.
- Jeff Webb reminded everyone of the LCHA Holiday Social will be held on December 18 at the new Six Bends Harley Davidson dealership. He also announced that the next President of LCHA will be John Lai. The next LCHA lunch meeting will be on January 22 at the Centurylink Sports Complex (Minnesota Twins).
- Colleen DePasquale announced that the Chrysalis Awards have been moved up to April instead of May this year, and the event will take place on April 16 at Harborside Event Center.
- Mayor Kevin Ruane announced that the City of Sanibel has been elevated to “Silver” status for their Bicycle Friendly Community by the league of American Bicyclists. They were one of the four awarded this designation in Florida.
- Fran Myers welcomed Commissioner Brian Hamman to the TDC. She stated that it is a very busy time at the airport. She wished everyone a Merry Christmas.
- Councilman Forrest Banks said that the schedule for the developer to break ground on the new Sheraton hotel at the Harborside Convention Center in Downtown Fort Myers is June 2015. He also said that the contract for the old Ambassador Hotel is set to close at the end of the year.
- Pamela Cronin thanked Commissioner Brian Hamman and welcomed him to the TDC. She thanked Tony Lapi for hosting the meeting at ‘Tween Waters Inn. She wished everyone a Merry Christmas, Happy Hanukkah and many love and blessings for the New Year.

The meeting adjourned at 3:30 p.m. The next regular meeting of the TDC is scheduled for **THURSDAY, January 8, 2015 at 9 a.m.** at Admin East, Conference Room 118, 2201 Second Street, Fort Myers, FL 33901. *All reports are included with Minutes on file at the VCB and available at www.leevcb.com.*