



TDC MEETING MINUTES

December 14, 2017

Commissioner Cecil Pendergrass called the Lee County Tourist Development Council (TDC) meeting to order at 2:35 p.m.

Council members in attendance: Commissioner Cecil Pendergrass, Vice Chairman René Affourtit, Pamela Cronin, Colleen DePasquale, John Carioscia, Bill Waichulis and Rob Wells.

Kevin Ruane and Tony Lapi were excused.

Vice Chairman René Affourtit made a motion to approve the Nov. 13, 2017, TDC meeting minutes. Fran Myers seconded the motion and it passed unanimously.

Public to be heard

John Naylor, executive director, City of Palms Classic Basketball tournament informed the TDC that its first game is Monday, Dec. 18, at 3:30 p.m. at the Suncoast Credit Union Arena at Florida SouthWestern State College. Naylor also announced there are 65 City of Palms alumni who play in the NBA.

Lisa Sbuttoni, VP, Edison & Ford Winter Estates, welcomed the TDC to The Marina at Edison Ford. Sbuttoni also invited the council to Holiday Nights.

Municipalities to be heard

Judie Zimomra, city manager of Sanibel, reported that since Sept. 10 priority one on the island has been hurricane recovery. The city was working closely with the county and she is confident that they will be well situated before season.

Fran Myers introduced Roger Hernstadt, the new town manager for the Town of Fort Myers Beach. Roger reported they have been successful post-Irma on Fort Myers Beach with the help of multiple governmental partners. Hernstadt also informed the TDC about their New Year's Eve event, which will include their infamous ball drop and a fireworks show.

Report of the Executive Director

Tamara Pigott reported that the preliminary resort tax collected for Oct. 2017 was \$2,214,581, a 19.4 percent increase over Oct. 2016 preliminary collections of \$1,855,285. Fiscal year-to-date preliminary tourist tax collections are \$2,316,163, an increase of 18.81 percent year-over-year.

- STR Report: The Sept. Smith Travel Research (STR) summary showed occupancy up 9.7 percent, ADR up 6.3 percent and Rev/PAR up 16.5 percent.

- RSW Report - During Oct. 2017, 581,317 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.6 percent compared to Oct. 2016.

Marketing Report

Clayton Reid, CEO of MMGY Global, presented the positive effects of the Islandology campaign, market testing, website personalization and social media over the last six months. This includes a YoY increase in bed tax, RSW passengers, impressions, inquiries and leads. Future market conditions reveal that value and price are growing as a primary determinant of travel and international demand is softening. Reid also shared insights, opportunities and strategies as we move into FY2017-18. VCB Marketing Director Brian Ososky highlighted several FY2017-18 marketing initiatives, including National Geographic Traveler, Chicago Out-Of-Home, weather-triggered digital placements, and a new meetings campaign.

New Business

- René Affourtit made a motion, seconded by Pamela Cronin to appoint Robert Wells as the TDC Vice Chair. The motion passed unanimously.
- René Affourtit made a motion, second by Robert Wells to approve the 2018 TDC meeting dates. The motion passed unanimously.

For Council Information

- Commissioner Cecil Pendergrass introduced John Carioscia as the new TDC council member from Cape Coral, and announced he will re-appoint himself as the TDC chair.
- Brian Kramer: The Lee Chapter of the FRLA will be having their hops for the holidays party at Millennial Brewing on Thursday Dec. 21, from 5:30 p.m. to 8:30 p.m. the ticket price is \$25 per person.
- Coleen DePasquale: Chrysalis nominations were extended to Jan. 12, 2018.

Adjourn

The meeting adjourned at 3:26 p.m.

Next TDC meeting

The next TDC meeting will be held on Thursday, Jan. 11, 2018 at 9 a.m. at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers.