

## **TDC MEETING MINUTES**

January 11, 2018

Commissioner Cecil Pendergrass called the Lee County Tourist Development Council (TDC) meeting to order at 9:03 a.m.

**Council members in attendance:** Commissioner Cecil Pendergrass, Vice Chairman René Affourtit, John Carioscia, Fran Myers, Kevin Ruane, and Rob Wells.

Pamela Cronin, Brian Kramer, Tony Lapi, Colleen DePasquale, and Bill Waichulis were excused.

Vice Chairman René Affourtit made a motion to approve the Dec. 11, 2017, TDC meeting minutes. Fran Myers seconded the motion and it passed unanimously.

The TDC recognized participants who recently earned the American Hotel & Lodging Educational Institute's Certified Guest Service Professional (CGSP) designation. Dr. Nicole King-Smith, tourism & hospitality training manager, announced that the total number of hospitality graduates in Lee County to date is 554.

### **Public to be heard**

John Naylor, executive director, City of Palms Classic Basketball Tournament, thanked the TDC, VCB, and Sports Development staff for the best tournament on record. Naylor announced the 2018 tournament dates of Dec. 17 – 22.

Todd King, special events coordinator, City of Cape Coral, reported that the City was pleased to see an increase of out-of-area attendees at this past November's Coconut Festival. King announced upcoming City events including the Cape Coral Arts & Music Festival taking place Jan. 13-14, as well as the Tour de Cape, a 5K run and bicycle ride event, taking place Jan. 19-21.

### **Municipalities to be heard**

None.

### **Report of the Executive Director**

Tamara Pigott reported that the preliminary resort tax collected for November 2017 was \$2,486,280, a 19.1 percent increase over November 2016 preliminary collections of \$2,087,095. Fiscal year-to-date preliminary tourist tax collections are \$4,897,173, an increase of 17.5 percent year-over-year.

STR Report: The November 2017 Smith Travel Research (STR) summary showed occupancy up 14.1 percent, ADR up 7.1 percent and Rev/PAR up 22.2 percent.

RSW Report: During November 2017, 767,064 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 5.4 percent compared to November 2016. Year-to-date, passenger traffic is up 2.6 percent from the same period last year.

### **VCB Departmental Reports**

Jill Vance, sales director, presented first quarter results for fiscal year sales goals and highlighted past and upcoming activities. She also reported on international activities including attending World Travel Market in the U.K.

Judi Durant, director of visitor services, shared that volunteers assisted 210,065 visitors in the fourth quarter.

Francesca Donlan, communications director, presented domestic and international media coverage. She also shared upcoming press trips to the destination and staff travel to media conferences and travel shows.

### **TDC Member Items**

- Fran Myers: Provided the council with an Air Service Update from the Lee County Port Authority. RSW now has non-stop service to 50 destinations by 15 carriers. Eurowings flights from Germany will begin on May 1.
- Kevin Ruane: Wished the council a Happy New Year, and announced that his son recently graduated from college.
- Rob Wells: Wished everyone a great season.

### **Adjourn**

The meeting adjourned at 9:43 a.m.

### **Next TDC meeting**

The next TDC meeting will be held on Thursday, Feb. 8, 2018 at 9 a.m. at the Lee County Administration East building, Room 118, 2201 Second St., Fort Myers.