



TDC MEETING MINUTES

June 8, 2017

Vice Chairman René Affourtit called the meeting to order at 9:02 a.m.

Council members in attendance: Vice Chairman René Affourtit, Anita Cereceda, Pamela Cronin, Colleen DePasquale, Mike Gibson, Brian Kramer, Tony Lapi and Bill Waichulis. Commissioner Cecil Pendergrass, Fran Myers and Rob Wells were excused.

Tony Lapi made a motion, seconded by Anita Cereceda to approve the May 11, 2017 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

-Jennifer Jennings, Executive Director, Greater Pine Island Chamber of Commerce invited everyone to Mango Mania, which will be held on July 15-16, 2017 at the German American Club. The new Mango Mania Queen is Jessica Potts, owner of TowBoat USA.

-Renee Pesci, Development Director, Florida Repertory Theatre thanked the TDC for their support through the grant funding system. They used their awarded grant for a new software/hardware program that provided digital marketing, and it increased the diversity of the REP and made a huge impact.

VCB Executive Director's Report

Tamara Pigott reported that the preliminary resort tax collected for April 2017 was \$3,853,903, a 14.4 percent increase over April 2016 preliminary collections of \$3,368,427. Fiscal year-to-date preliminary tourist tax collections are \$28,372,383, a decrease of 0.9 percent year-over-year.

The STR Report shows occupancy up 3.3 percent, ADR up 11.1 percent for a total Rev/PAR increase of 14.8 percent.

During April 2017, 1,032,783 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 14.7 percent compared to April 2016. Year-to-date, passenger traffic is up 1.1 percent from the same period last year.

Marketing Update

Brian Ososky, Marketing Director, reported website and social media statistics since the website launched in August 2016. As of April 2017, there have been 944,000 unique website visitors and 3.17 million website page views. All social media impressions have increased significantly. National Seashell Day kicks off on June 21, 2107 with a Twitter chat and a visit from the Travelocity Roaming Gnome. The Gnome will visit 16 locations in the destination. This year the VCB is using National Seashell Day to anchor its summer campaign.

Resident Artist, Britt Maxwell, presented a variety of photos that captured the beauty of the destination. These assets will be available to industry partners in the VCB photo library.

New Business

Nancy MacPhee thanked the TDC for reviewing all the grants for attractions marketing. The deadline to submit requests is June 30, 2017. There are usually 30-40 requests every year.

Tony Lapi made a motion, seconded by Anita Cereceda to approve the 2017-18 Attractions Marketing Review Committee. The committee is comprised of: Pamela Cronin, Chair, René Affourtit, Colleen DePasquale, Ben Hemmen, Executive Vice President/Chief Operating Officer, Fort Myers Miracle, Cynthia Welch, Property Manager, Bocilla Island Seaport and Cindy Burgess, Bonita Springs Chamber of Commerce, as the alternate. The motion passed unanimously.

TDC Member Items

-Bill Waichulis stated that Ken Lawson with Visit Florida is optimistic their funding will go through.

-René Affourtit reminded the council that the Events Marketing Subcommittee Workshop will be held on Thursday, June 15, 2017 at 10:00 a.m., and that the Florida Governor's Conference is scheduled for August 28-30, 2017 this year.

-Mike Gibson thanked the TDC for being a part of the committee. This was his last meeting and he truly enjoyed it.

-Anita Cereceda thanked the TDC for everything they do. She enjoyed being part of the best committee with great comradery.

The meeting adjourned at 9:55 a.m.

Next TDC meeting

The next TDC meeting will be held at 9 a.m. Thursday, July 20, 2017, at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.

To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.