



TDC MEETING MINUTES

November 12, 2015

Commissioner Brian Hamman called the meeting to order at 9:00 a.m. and led the Pledge of Allegiance. Council members in attendance: René Affourtit, Fran Myers, Colleen DePasquale, Bill Waichulis, Pamela Cronin, Mike Gibson, Tony Lapi and Anita Cereceda. Rob Wells and Jeff Webb were excused.

René Affourtit made a motion, seconded by Fran Myers to approve the TDC Meeting Minutes of August 13, 2015. The motion passed unanimously.

Public to be Heard

- Beth Oliver, Director of Marketing, Offshore Sailing School, announced that they will deliver 12 new “Colgate 26” sail boats to the US Naval Academy. This will bring the number of boats up to 46 that Colgate has sold to the Navy for training. The Edison Sailing Center will be hosting the inaugural Doris Colgate Women’s Junior Sailing Cup and Regatta November 27-29, 2015 to empower girls and women ages 14-20 to take the helm and be competitive in the sailing world.

Municipalities to be Heard

- Kevin Ruane, Mayor of Sanibel, thanked the TDC for exploring the reserves, and working with the BOCC to create a plan for these funds moving forward.
- Michelle Dean, Cape Coral Parks & Recreation, announced that the Coconut Festival opens November 12th and runs through Sunday November 15th. She thanked the TDC for their funding of this festival.

VCB Executive Director’s Report

- Tamara Pigott reported that the bed tax collections for the month of September 2015 were \$1,491,598, a 17.7% increase over September 2014 collections of \$1,267,562. The VCB reported a collection of \$37.2 million in tourist tax on paid accommodations for fiscal year 2014-2015, an 11.7% increase over last year’s \$33.3 million in collections.
- STR Report – Occupancy for September was up 20.5%, ADR increased by 6.7% and RevPAR was up 28.6%. Lee County experienced a 29.9 % increase in Room Revenue while Available Rooms increased by 1% and Rooms Sold were up by 21.70%.
- RSW Report – Total Passenger count of 404,045 for September 2015, an increase of 10.4% over September 2014.
- Marcia Wood, DPA, gave the 3rd quarter research report for the summer season. During summer 2015, The Beaches of Fort Myers & Sanibel hosted about 1.1 million visitors who spent an estimated \$498 million while visiting – a 3.9 percent increase in spending year-over-year. Visitors staying in paid accommodations spent an estimated \$333.7 million (67% of the total). Lee County’s lodging industry experienced year-over-year increases in average occupancy rate of 5.7% and average daily rate of 4.1% for the season, producing significant growth of 10.2% in revenue per available room.

New Business

- Pam Cronin made a motion, seconded by Anita Cereceda, to approve the FY 2016 Sales & Marketing Plan. The motion passed unanimously.
- René Affourtit made a motion, seconded by Colleen DePasquale, to nominate Pam Cronin to serve as the Events Marketing Subcommittee Chair for FY 2016-17. The motion passed unanimously.
- Fran Myers made a motion, seconded by Pam Cronin, to accept and approve the following additional members of the Events Marketing Subcommittee: René Affourtit, Colleen DePasquale, Mike Gibson, and Bill Waichulis. The motion passed unanimously.
- René Affourtit made a motion, seconded by Fran Myers, to approve the City of Cape Coral's request to utilize the balance of their FY2014/15 Sirenia Vista beach and shoreline grant to add additional boardwalks. The motion passed unanimously.

TDC Member Items

- Anita Cereceda expressed her excitement to be a part of the TDC board.
- Bill Waichulis applauded Lee County on increasing RevPAR to 14.5% year-to-date.
- Colleen DePasquale reminded everyone of the LCHA monthly meeting, November 18th at noon at The Hilton Garden Inn. The speaker will be Jeff Mielke from Lee County Sports Development. The LCHA Holiday Social will be held at Pink Shell Beach Resort on December 18th. Tickets are available on the LCHA website for both the meeting and Holiday Social.
- Tony Lapi wished everyone a Happy Thanksgiving and remarked that he is thankful for our community. He encouraged any businesses interested in running a United Way campaign to contact him for more details.
- Fran Myers reported that the numbers at RSW are up, and it's an exciting time at the airport since the new flight to Cuba has launched.
- René Affourtit reminded everyone to take a look at the draft TDC meeting schedule for 2016. Tamara reminded the board that they will vote to approve the 2016 schedule at the December 10th meeting.
- Commissioner Brian Hamman thanked the TDC for their hard work on behalf of the tourism industry, and remarked that it was a pleasure to lead as chairman for the past year.

The meeting adjourned at 9:32 a.m. The next regular meeting of the TDC will be on **Thursday, December 10, 2015 beginning at 3:00 p.m. at The Westin Cape Coral Resort at Marina Village, 5951 Silver King Blvd, Cape Coral, FL 33914. The meeting will be held in the Grandville Ballroom.**

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