



TDC MEETING MINUTES

January 12, 2017

Commissioner Pendergrass called the meeting to order at 9:02 a.m. Council members in attendance: Rob Wells, Mike Gibson, Tony Lapi, Pamela Cronin, Brian Kramer, Colleen DePasquale, Fran Myers, and Bill Waichulis. René Affourtit and Anita Cereceda were excused.

Toni Lapi made a motion, seconded by Fran Myers to approve the December 8, 2016 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

- None to be heard.

Municipalities to be Heard

- Judi Zimomra, City Manager of Sanibel, gave a special thanks to Tamara Pigott, executive director of the Lee County Visitor & Convention Bureau (VCB) for always being available and responding to emergency situations even when on vacation. She considers the VCB and Tourist Development Council (TDC) a critical partner when it comes to crisis situations that arise within our community.

VCB Executive Director's Report

- Tamara Pigott reported that the preliminary resort tax collected for November 2016 was \$2,087,095 a 2.3 percent increase over November 2015 preliminary collections of \$2,040,654. Fiscal year-to-date preliminary tourist tax collections are \$4,166,644 an increase of 3.2 percent year-over-year
- STR Report – Occupancy for November decreased by 3.4%, ADR increased by 4.4% and RevPAR was up 0.9%.
- RSW Report – During November 2016, 727,634 passengers traveled through RSW, an increase of 1.0% compared to the same period last year. Year-to-date, passenger traffic is up 3.0 percent from the same period last year.
- Sales reported 9,055 contracted group room nights, and 128 RFPs sourced to industry partners in the last quarter of 2016. Visitor Services volunteers assisted more than 216,000 travelers at RSW, and saved Lee County just under \$600,000 in wages during 2016. Communications shared domestic and international press coverage and upcoming media visits to Texas and Washington, D.C. Marketing presented Rob Hoovis, the final Resident Artist for 2016, who shared a selection of images that will be included in the VCB's photo library.

New Business

- Rob Wells made a motion, second by Fran Myers to approve the 1st Quarter Budget. The motion passed unanimously.

TDC Member Items

- Rob Wells mentioned the City of Fort Myers should discourage the filming of “Cops” and any television shows that portray the destination in a negative light. Wells noted that the filming usually takes place in areas that only show the less appealing aspects of the destination. Commissioner Pendergrass offered the idea that the TDC write a letter to the City of Fort Myers outlining their concerns about this topic. Fran Myers made a motion, seconded by Pamela Cronin to proceed in writing a letter to the City of Fort Myers. The motion passed unanimously.
- Brian Kramer announced that the next Lee County Hotel Association (LCHA) luncheon will be held on January 26, 2017 at 12 p.m. at the Hilton Garden Inn Fort Myers. Tamara Pigott will be the guest speaker.
- Bill Waichulis informed the TDC that the new President and CEO of Visit Florida will be Ken Lawson. Waichulis also stated that Visit Florida still has two important positions to fill: Chief of Marketing Officer and Chief Operating Officer.
- Coleen De Pasquale reminded everyone that the Healthy Lee Million Mile Movement has begun, encouraging Lee County to get more active by moving one million miles in three months.
- Fran Myers suggested including the Airport Special Management Committee (ASMC) in the upcoming joint meeting of the BoCC, TDC, and Horizon Council. She also mentioned the retirement of Bob Ball, executive director of the Lee County Port Authority, and distributed the airport service update to the TDC.
- Pamela Cronin reminded the TDC about the Speaker of the House wanting to change funding to Visit Florida, and the importance of staying informed on this issue and engaging in events like Florida Tourism Day in Tallahassee.

The meeting adjourned at 10:15 a.m. The next TDC meeting will be held on Thursday, February 9, 2017 at 9 a.m. 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.

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