



TDC MEETING MINUTES

January 8, 2015

Vice Chair René Affourtit called the meeting to order at 9:00 a.m. and led the Pledge of Allegiance. Council members in attendance: Jeff Webb, Colleen DePasquale, Tony Lapi, Councilman Forrest Banks, Mayor Kevin Ruane and Rob Wells. Commissioner Brian Hamman, Pamela Cronin and Fran Myers were excused.

Christine Davlin, VCB, introduced and the TDC recognized 25 participants that earned the American Hotel & Lodging Educational Institute's Certified Guest Service Professional (CGSP) designation. (Please see addendum # 1 for complete list attached.) This program is part of the bureau's goal to become the nation's first Certified Guest Service Destination – and the friendliest destination in the country. This brings the total of CSGP graduates to 132.

Mayor Kevin Ruane made a motion, seconded by Councilman Forrest Banks to approve the TDC Meeting Minutes of December 11, 2014. The motion passed unanimously.

Public to be Heard

- John Naylor, Executive Director for the City of Palms Classic, wished everyone a Happy New Year and thanked the TDC and Sports Development office for their support during the basketball tournament.

Municipalities to be Heard

- Judith Zimomra, Sanibel City Manager, thanked the TDC and the staff of the VCB for their assistance with the family of Chad Winter.

VCB Executive Director's Report

- Tamara Pigott reported that the preliminary bed tax collections for the month of November 2014 were \$1,869,592, a 17.4% increase over the preliminary collections in November 2013.
- STR Report – Occupancy for November was up 11.2%, ADR increased by 3.4% and RevPAR was up 15.0%. Lee County experienced a 15.7 % increase in Room Revenue while Available Rooms decreased by 0.1% and Rooms Sold were up by 11.9%.
- RSW Report – Total Passenger count of 669,567 for November 2014, an increase of 4.8 % over November 2013.

Special Presentations

- Brittany Baldwin, Smith Travel Research (STR) presented an overview of the local accommodations market and forecast. The Lee County, 2015 forecast occupancy rate includes an increase of 5.1 percent, ADR increase of 5.0 percent and a RevPAR growth of 10.3 percent.

Old Business

- None to be heard.

New Business

- None to be heard.

TDC Member Items

- Councilman Forrest Banks said that he's looking forward to the City of Fort Myers being featured during the Songwriter's Fest this year and is planning on attending.
- Mayor Kevin Ruane will be out of the country for 10 days in London for an insurance and reinsurance conference with limited access to email.
- Jeff Webb reminded everyone of the LCHA monthly meeting that will be held on January 22nd at the newly renovated CenturyLink Sports Complex (Minnesota Twins-Hammond Stadium). Colleen DePasquale announced that the nominations are due next week for Chrysalis and that the Chrysalis Awards will take place on April 16 at Harborside Event Center.
- Tony Lapi said that the United Way campaign is off and running and encouraged our hotel partners to consider running an employee campaign.
- René Affourtit asked that we take another look at parking by Admin East building on TDC meeting days.

The meeting adjourned at 10 a.m. The next regular meeting of the TDC is scheduled for **THURSDAY, February 12, 2015 at 9 a.m. at** the CenturyLink Sports Complex- Hammond Stadium, 14100 Ben C. Pratt/Six Mile Cypress Parkway, Fort Myers, 33912. *All reports are included with Minutes on file at the VCB and available at www.leevcb.com.*

Addendum #1

Newest Class of Certified Guest Service Professionals:

- Yicela Almeida, Zoomers Amusement Park
- Silvia Antunes, Holiday Inn Express
- Joan Barkowski, Hilton Garden Inn
- Pam Bestrom, Red Coconut RV Park
- Rhonda Byrd, Lee County Parks & Recreation
- George Davis, Lee County Parks & Recreation
- Haley Fletcher, GullWing Beach Resort
- Christine Hankins, Barbara B Mann Performing Arts
- Lisa Harmer, Lee County VCB
- Mary Ellen Harper, Lee County Parks & Recreation
- Brenda Hovey, Outrigger Beach Resort
- Tracy John, City of Sanibel
- Benjamin Johnson, Lee County Parks & Recreation
- Barbara Kondzich, Zoomers Amusement Park
- Dante Marinell, Lee Tran Passport
- Karen McClendon, Zoomers Amusement Park
- Marsha Payton, Barbara B Mann Performing Arts
- Saida Penaloza, Paleteria Tierra Caliente
- Terry Pohlman, City of Fort Myers
- Kasey Robb, JN Ding Darling
- Richard Schaffer, Edison & Ford Winter Estates
- Christine Stites, The Gasparilla Inn & Club
- Jan Symroski, City of Sanibel
- Wendy Wahl, Sunstream Hotels & Resorts
- Eric Woods, Royal Shell Vacations