



TDC MEETING MINUTES

October 13, 2016

Commissioner Mann called the meeting to order at 9:01 a.m. and led the Pledge of Allegiance. Council members in attendance: René Affourtit, Fran Myers, Anita Cereceda, Rob Wells, Mike Gibson, Tony Lapi, Pamela Cronin, Brian Kramer, and Colleen DePasquale. Bill Waichulis was excused.

The TDC recognized the Florida Superior Small Lodging Association members of Lee County, including the White Glove Award winners for 2016. Please see addendum #1 for complete list of recipients.

The TDC also recognized 58 participants that recently earned the American Hotel & Lodging Educational Institute's Certified Guest Service Professional (CGSP) designation. Christine Davlin and Elizabeth Linares, VCB customer service trainers, announced that the total number of hospitality graduates to date is 389. Please see addendum #2 for a full list of today's recipients.

René Affourtit made a motion, seconded by Pamela Cronin to approve the August 11, 2016 TDC meeting minutes. The motion passed unanimously.

Public to be Heard

- John Lai, LCHA President and General Manger of the Inns of Sanibel had a question about a BoCC agenda item on the October 4, 2016 agenda referencing the approval of \$200,000 of Tourist Development Tax revenue for a Boca Grande beach parking extension. Lai requested clarification as to if this was a TDC or Beach and Shoreline expenditure. Commissioner Mann stated he will get him a response at a later time.

Municipalities to be Heard

- Judie Zimomra, City Manager of Sanibel, thanked the TDC and VCB for offering the Guests First customer service training program. The City has proudly had several of their employees graduate with the CGSP designation. Zimomra also gave an update to the TDC on the recently completed Sanibel fishing pier improvements. The decking and structure has been renovated, and the pier is now handicap and bike accessible.

Special Presentation

- Cynthia Bear, Coordinator of programs and service for the Randell Research Center, gave a brief overview and history of the center located in Pineland, as they celebrate 20 years of research, scholarship, teaching, land management, and public outreach. Bear also announced that Calusa Heritage Day will take place on March 25, 2017 from 10 a.m. - 4p.m.

VCB Executive Director's Report

- Tamara Pigott reported that the bed tax collections for the month of July 2016 were \$2,718,942, a 12.2% increase over July 2015 preliminary collections of \$2,422,538. For the month of August, preliminary bed tax collections were \$1,639,587, a decrease of 2.9% over August 2015 preliminary collections of \$1,688,943. Fiscal year over year collections increased 5.1%, with a total of \$38,103,228 collected.
- STR Report – Occupancy for July was up 6.7%, ADR increased by 4.5% and RevPAR was up 11.5%. Occupancy for August was down 1.1%, ADR increased by 1.8% and RevPAR was up 0.8%.

- RSW Report – During July 2016, 484,074 passengers traveled through RSW, a decrease of 1.6% compared to the same period last year. During August 2016, 431,729 passengers traveled through RSW, an increase of 3.7% compared to the same period last year. Year-to-date, passenger traffic is up 3.7% from the same period last year.
- Brian Ososky, Director of Marketing, VCB, introduced the 2nd and 3rd quarter Resident Artist, Dennis Gingerich. Dennis shared several of his images, as well as the inspiration behind them.

Report of the Lee County Sports Development Executive Director

- Jeff Mielke, Executive Director, Lee County Sports Development, gave an update on sports tourism activities between June and August 2016. During this three month period, Lee County hosted an estimated 53,542 sports visitors. The direct economic impact during the three-month period totaled more than \$28 million.

New Business

- René Affourtit made a motion, seconded by Pamela Cronin to approve the emergency Beach and Shoreline request of \$3,750 made by the City of Cape Coral for ongoing beach nourishment at the Yacht Club Community Park beach. The motion passed unanimously.
- René Affourtit, made a motion, seconded by Colleen DePasquale, to nominate Pamela Cronin to serve as the Events Marketing Subcommittee Chair for FY 2017-18. Cronin accepted, and the motion passed unanimously. Other TDC Members that volunteered to serve include: Colleen DePasquale, Mike Gibson, René Affourtit, and Bill Waichulis. Bill was nominated by Pamela Cronin to serve as he did last year. He will be contacted to gain his formal consent. The TDC unanimously approved the Events Marketing committee members.

TDC Member Items

- Tony Lapi announced that the local United Way kick-off campaign is on October 26, 2016 at Harborside Event Center.
- Brian Kramer announced the Lee County Hotel Association (LCHA) monthly luncheon will take place on October 27, 2016 at the Hilton Garden Inn located on Summerlin drive. RSVP online through the LCHA website.
- Mike Gibson thanked the VCB staff for everything they do, and also for inviting him to the Governor's Conference.
- Fran Myers supplied the TDC members with an RSW Airport Update.
- Anita Cereceda had the opportunity to attend the Governor's Conference for the first time, and was very impressed. She also acknowledged the hard work of the VCB staff on another highly successful Island Hopper Songwriter Fest. She stated that her businesses on Fort Myers Beach were up year-over-year during the festival, and that it is a wonderful event for the beach – especially during late fall, which is their slowest time of the year.

The meeting adjourned at 10:17 a.m. The next regular meeting of the TDC will be held on **Thursday, November 10 at 9:00 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. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.

Addendum #1

Lee County properties recognized by the Florida Superior Small Lodging Association hospitality recognition program for 2016-17 include:

Bokeelia, Cape Coral, Fort Myers & St. James City

Casa Loma Motel

Legacy Harbour Hotel & Suites – *White Glove Award*

Tarpon Lodge – *White Glove Award*

Two Fish Inn – *White Glove Award*

Fort Myers Beach

Beach Shell Inn – *White Glove Award*

Gulf Breeze Condos – *White Glove Award*

Manatee Bay Inn – *White Glove Award*

Matanzas Inn

Silver Sands Villas – *White Glove Award*

Sanibel & Captiva islands

Gulf Breeze Cottages

Mitchell's Sand Castles – *White Glove Award*

Shalimar Cottages – *White Glove Award*

Signal Inn

Waterside Inn – *White Glove Award*

Addendum #2

Newest Class of Certified Guest Service Professionals:

- Colin Jenkins, Alliant Property Management
- Susan Schall, Ballantyne Design
- Sharon McKenzie, Barrier Island Park Society
- Jennifer Summers, Barrier Island Park Society
- Christina Venarsky, Barrier Island Park Society
- Bubby Howell, Captain Bubby's Island Tours
- Paula Schuttera, Captain Bubby's Island Tours
- Suzy Callanan, City of Sanibel
- Sherri Enright, City of Sanibel
- Mary Barbara Gennity, City of Sanibel
- Renee Mayhew, City of Sanibel
- Sabine Schroeder, City of Sanibel
- Lynda Swart, City of Sanibel
- Crystal Martins, Courtyard by Marriott Gulf Coast Town Center
- Dion Gamble, Denny's – Marketplace Rd.
- Yevonne Ellerbee, DiamondHead Beach Resort
- John Spicer, DiamondHead Beach Resort
- Christine Harrower, Drip Castle Management, LLC
- Marcy Day, Edison & Ford Winter Estates
- Emily Farrah, Edison & Ford Winter Estates
- Jennifer Pfenninger, Embassy Suites- Estero
- Janeen Paulauskis, Fish Tale Marina
- Patricia Schallon, Harborside Event Center
- Brittany Bellamy, Homewood Suites- Bell Tower
- Kristine Peth, Homewood Suites-Bell Tower
- Kelly Lowden, Island Vacations of Sanibel & Captiva, Inc.
- Fran Peters, Island Vacations of Sanibel & Captiva, Inc.
- Beth Rizzo, Island Vacations of Sanibel & Captiva, Inc.
- Marianne Kral, Lani Kai Island Resort
- Valerie Grant, Lee County Port Authority
- Noelle Branning, Lee County Tax Collector
- Cathy Silverthorn, Lee County Tax Collector
- Daniel Benson, Lee County VCB
- Pam Brown, Lee County VCB
- Erin Congregane, Lee County VCB
- Charniece Jarman, Lee County VCB
- James Lewin, Lee County VCB
- Jacqueline Rodriguez, Lee County VCB
- Juliana Silva, Lee County VCB
- Beverly Morris, Lee County VCB
- Rick Morris, Lee County VCB
- Peggie Occhiogrosso, Lee County VCB

- Linda Rossi, Lee County VCB
- Kelly Leonard, Legends Country Club
- Erin White, Paradise Coast Consulting, LLC
- Jacqueline Gardner, RAL Resort Property Management
- Jeannie Ketcham, RAL Resort Property Management
- Ramona Kaiser, RAL Resort Property Management
- Aimee Skolmutch, Sanibel Island Vacations
- Katie Kielborn, Sea Shells of Sanibel
- Tiffany Onischuk, Sundail Beach Resort & Spa
- Courtney Allbee, SunStream Hotels & Resorts
- Jackie McCall, Surfrider Beach Club
- Martin Pahnke, SWFL Creative
- Diane Randazzo, Gasparilla Inn & Club
- Ann Skinner, TriPower Vacation Rentals
- Jamie Bentley, Windward Passage Resort