



PUNTA GORDA ENGLEWOOD BEACH

SM

The Charlotte Harbor Gulf Island Coast

Charlotte County Tourist Development Council Meeting Minutes Friday, August 6, 2021

A meeting of the Charlotte County Tourist Development Council was held Friday, August 6, 2021, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle., Port Charlotte, FL.

Members Present

Kathy Burnam
Commissioner Christopher Constance
Councilmember Jaha Cummings
David Haynes
Councilmember Nancy Prafke
Janet Watermeier
Keith Farlow
Kelly Williamson

Staff Present

Sean Doherty, Director of Tourism,
Lena Applegate, Admin Services Coordinator
Maureen Morgenthien, Director of Marketing
Sean Walter, Business Development Director
Cynthia Hinson, Director of Communications & PR
Jerry Jones, Film Commissioner
Dan Roe, Tax Collector's Office
Elie Fischhof, Fiscal Services
Hector Flores, County Administrator
Lori Tetreault, Deputy County Attorney

Members Absent

Robin Madden

Guests

Lois Croft, Florida Restaurant & Lodging Association
Dave Di Maggio, Aqua Marketing & Communications
Katie Varano, Aqua Marketing & Communications

I. Call to Order & Welcome – Commissioner Christopher Constance

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:02 a.m.

II. Roll Call

A quorum was established.

III. Citizens' Input

Lois Croft, Florida Restaurant & Lodging Association, reported that the Governor has been in the Ft. Myers area recently and conducted a press conference. Croft also reported that the FRLA will be conducting a statewide marketing operation summit on August 18 and 19, 2021 at the Hard Rock Hotel in Hollywood, FL.

IV. Approval of TDC Meeting Minutes

A motion was made by Janet Watermeier, seconded by Kathy Burnam, to approve the June 11, 2021 minutes. Motion carried unanimously.

V. Approval of TDC Meeting Dates for FY 2022

A motion was made by Kathy Burnam, seconded by Janet Watermeier, to approve the FY 2022 TDC meeting dates. Motion carried unanimously.

VI. Tourist Tax Report – Dan Roe

The tax collector report was presented by Dan Roe. Roe reported that collections April through June 2021 total \$1,683,535.85. There are still 530 total suspect accounts on file. In the 3rd quarter, there was \$0 generated on suspect accounts. Year to date collections is \$4,823,502.27. There are 2882 total properties on file. This is a decrease of 97 properties since the last report in April.

VII. Budget Report – Elie Fischhof, Fiscal Services

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are now eleven months into fiscal year 2021 with a budget of \$3.1 million. Total expenditures are currently a little over \$1.5 million and 72% of the budget has been expended. A large portion of the expenditures are interfund transfers that are completed in the first quarter together with Central/Indirect Services. Fischhof advised that current encumbrances total \$247,000. The encumbrances are mainly against Other Contractual Services and Promotional Activities. Fischhof stated that the budget appears to be in order.

VIII. Robin Madden – Budget Review

Sean Doherty read into record from Robin Madden, "I reviewed the financials and all appears to be on track."

IX. Aqua Marketing & Communications – FY 2022 Marketing Plan

Dave Di Maggio, President/CEO of Aqua Marketing & Communications, provided information for the framework of the FY 2022 marketing plan together with projected budget spend. Di Maggio advised that in the next meeting the Aqua team will present a detail plan of stats and analysis from post-quarantine to current. Katie Varano, Account Executive, outlined platforms that will be utilized in the marketing plan.

X. Approval of FY 2022 Budget

Questions were asked by the board to provide explanations on the various budget line items. The board asked that a detail report be provided at the next meeting matching the proposed department spend against the county budget line items.

A motion was made by Kathy Burnam, seconded by Janet Watermeier, to approve the FY 2022 Budget. Motion carried unanimously.

XI. Approval of FY 2022 Marketing Plan

A motion was made by Kathy Burnam, seconded by Janet Watermeier, to approve the FY 2022 Marketing Plan. Motion carried unanimously.

XII. PicklePlex Discussion

Commissioner Constance advised that he requested that the PicklePlex item be placed on the agenda as he wanted to get the Tourism Board's input on funding an additional eight courts. Commissioner Constance proceeded to breakdown his understanding of the request and the logistics that surround the county making a decision to fund or assist in funding the addition. Discussion ensued as to the potential avenues for PicklePlex to receive TDT funding to assist for the addition of eight new courts.

XIII. Director/Staff Report – Sean Doherty

Sean Doherty, Tourism Director, advised that the June 2021 Tourist Development Tax has been released. Doherty noted that June of 2020 showed record numbers. June 2021 numbers to June 2020 numbers showed a 69% increase.

Doherty continued to provide a recap of the inner workings of the tourism department to include continuing a partnership with Destination Media and the Florida Golf Alliance. The investment will provide several advertising opportunities, as well as direct exposure to possible consumers.

XIV. Citizen's Comments

There were no Citizen Comments.

XV. Council Comments

David Haynes reported demand for rentals continues to rise. Haynes advised that as a result of the demand, pricing has increased for rentals. Haynes continue to report that the same is happening on the sales side of the housing business.

Councilmember Jaha Cummings stated that it seems that there does not to be an offseason, tourist season has continued which is a good thing.

Councilmember Nancy Prafke advised that she has observed that people are wanting to go to meetings and get out.

Keith Farlow reported that the restaurant industry is going very well. Farlow did express concern about the Army Corps of Engineers and their management of the contaminated water of Lake Okeechobee dumping only on the West Coast.

Kelly Williamson reported the hotel had a record high for June and July with July being their highest occupancy month this year.

Janet Watermeier invited everyone to Fishermen's Village on August 21st as the Visual Art Center's artist will be there. The Visual Art Center is closed for the month of August and will be hosting an open house on September 10 and 11.

Kathy Burnam reported that Fishermen's Village has been very active. Burnam also reported that the Village has a brand-new entrance sign at the street entering the Village. Burnam continued to report that Fishermen's Village has also launched a new website.

Commissioner Christopher Constance advised that Comedy for a Cause is taking place on Friday, September 17th.

XVI. Next Scheduled Meeting

Commissioner Constance advised of a scheduling conflict for the October 8, 2021 meeting date and asked if anyone had issue with moving the next scheduled meeting to October 1, 2021. Tourism staff will look into rescheduling the October meeting and send out notice whether a change can be made or not. If the October meeting cannot be rescheduled, the next scheduled TDC meeting is currently set for 9:00 a.m. Friday, October 8, 2021. The meeting will be held in the B-106 Conference Room, Administration Building, 18500 Murdock Circle, Port Charlotte.

- XVII. **Adjourn**
The meeting adjourned at 11:19 a.m.