



# PUNTA GORDA ENGLEWOOD BEACH

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The Charlotte Harbor Gulf Island Coast

## Charlotte County Tourist Development Council Meeting Minutes Friday, October 1, 2021

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A meeting of the Charlotte County Tourist Development Council was held Friday, October 1, 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  
Robin Madden  
Kelly Williamson

### **Staff Present**

Sean Doherty, Director of Tourism,  
Lena Applegate, Admin Services Coordinator  
Maureen Morgenthien, Director of Marketing  
Jerry Jones, Film Commissioner  
Dan Roe, Tax Collector's Office  
Elie Fischhof, Fiscal Services  
Emily Lewis, Deputy County Administrator  
Lori Tetreault, Deputy County Attorney

### **Members Absent**

Keith Farlow

### **Guests**

Lois Croft, Florida Restaurant & Lodging Association  
Jim Finch, Charlotte Harbor Event & Conference Center  
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 9:03 a.m.

#### **II. Roll Call**

A quorum was established.

#### **III. Citizens' Input**

Lois Croft, Florida Restaurant & Lodging Association, advised that Tourism Day will be held in Tallahassee on January 19, 2022. The FRLA will be hosting a fundraiser on April 9, 2022 at Fishermen's Village. More details to follow.

Jim Finch, Charlotte Harbor Event & Conference Center, provided a handout comparing 2020 and 2021. Finch advised that there was a fair number of events in 2021. Over half of the events were government related events. It is anticipated that events will be on their normal schedule starting the first of the year.

The tax collector report was presented by Dan Roe. Roe reported that collections for July 2021 total \$578,083.03. There are still 530 total suspect accounts on file. Currently, there is a decrease of about 90 properties since the last report.

**IV. Approval of TDC Meeting Minutes**

A motion was made by Kathy Burnam, seconded by Janet Watermeier, to approve the August 6, 2021 minutes. Motion carried unanimously.

**V. Budget Report – Elie Fischhof, Fiscal Services**

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are now twelve months into fiscal year 2021 with a budget of \$3.1 million from the first 3 cents. Operating expenditures are a little over \$1.6 million, interfund transfers are approximately \$755,000. The total budget that has been expended is at 91.5%. A large portion of the expenditures are interfund transfers that were completed in the first quarter together with Central/Indirect Services. Fischhof advised that current encumbrances total \$420,000. The encumbrances are mainly against Other Contractual Services and Promotional Activities. Fischhof stated that the budget appears to be in order.

Fischhof proceeded to provide detail regarding the Promotional Activities Budget that was not originally reported from the 4<sup>th</sup> and 5<sup>th</sup> cent. The amount of the 4<sup>th</sup> and 5<sup>th</sup> cent budget is \$600,000. The Promotional Activities Budget total is approximately \$1.3 million.

**VI. Robin Madden – Budget Review**

Robin Madden reported that the budget appeared to be in order.

**VII. Aqua Marketing & Communications – Presentation**

Katie Varano, Account Supervisor of Aqua Marketing & Communications, presented the year end campaign performance results.

**VIII. Director/Staff Report – Sean Doherty**

Sean Doherty, Tourism Director, advised that the Tampa Bay Rays client sales event was successful. There were over 40 attendees which included meeting planners, sports organizers, and travel journalists/social media influencers.

Doherty continued to provide a recap of the tourism department which included information regarding printing of a new visitor's guide.

**IX. Citizen's Comments**

Doug Izzo, Executive Director of the Englewood Florida Chamber of Commerce, advised that they are wrapping up their Let's Eat Englewood campaign. Izzo continued to provide information on the event, as well as information on marketing efforts that were taken to promote the event.

**X. Council Comments**

David Haynes reported that real estate sales have slowed down a bit. Haynes advised that on the rental side there were some cancellations due to red tide. Haynes also advised that clam farmers are currently working on a plan to naturally take care of some of the red tide organisms as clams eat *Karenia brevis*.

Councilmember Jaha Cummings advised that the International Culture Fest will be held on October 16 at Fishermen's Village. Councilmember Cummings also advised that in February the Peace River Botanical & Sculpture Gardens will be the only place in North America to exhibit ZimSculpt.

Councilmember Nancy Prafke advised that the PicklePlex staff is working with the tourism department on a marketing agreement, as well as working with the bank on funding to build additional courts. \ Councilmember Prafke also advised that this will be her last TDC meeting as she did not run again for city council.

Kelly Williamson reported the hotel continues to show record numbers.

Robin Madden agreed with David Haynes that the real estate market on the island has slowed down. Madden continued to report that sales are intense. Madden explained that as soon as a new listing is put in MLS, calls immediately start coming in with multiple offers.

Janet Watermeier advised that the Visual Arts Center is open with two exhibits on showcase. Watermeier continued to advise that classes have also resumed.

Kathy Burnam announced that the Lighting of the Village is scheduled for November 13<sup>th</sup>. Burnam advised events are going very strong. Burnam also advised that merchant sales this year have been very strong.

Deputy County Administrator Emily Lewis advised that she has been working closely with Sean Doherty on the strategic plan for Tourism. Lewis advised that the revenues are showing need for growth in the department and wanted to be able to relay the TDC's support to the Board in recommending new positions for the department. Lewis also reported that on the October 12 Board agenda is a grant from the Florida Department of Environmental Protection to help with beach cleanup efforts for red tide.

**XI. Next Scheduled Meeting**

The next scheduled TDC meeting is at 9:00 a.m. Friday, December 10, 2021. The meeting will be held in the B-106 Conference Room, Administration Building, 18500 Murdock Circle, Port Charlotte.

**XII. Adjourn**

The meeting adjourned at 10:55 a.m.