PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

Charlotte County Tourist Development Council
Meeting Minutes
Friday, February 11, 2022

A meeting of the Charlotte County Tourist Development Council was held Friday, February 11, 2022, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle., Port Charlotte, FL.

Members Present
Kathy Burnam
Councilmember Jaha Cummings
David Haynes
Councilmember Mark Kuharski
Robin Madden
Kelly Williamson
Keith Farlow

Staff Present
Sean Doherty, Director of Tourism,
Lena Applegate, Social Media & Leisure Sales
    Manager
Maureen Morgenthien, Director of Marketing
Sean Walter – Business Development Director,
    Sales/Sports
Cynthia Hinson, Director of Communications &
    Public Relations
Jerry Jones, Film Commissioner
Jeff Berg, Senior Sales Manager,
Meetings/Conventions
Dan Roe, Tax Collector's Office
Elie Fischhof, Fiscal Services
Emily Lewis, Deputy County Administrator
Lori Tetreault, Deputy County Attorney
Glinda Pruitt, Assistant County Attorney

Members Absent
Commissioner Christopher Constance
Janet Watermeier

Guests
Lois Croft, Florida Restaurant & Lodging Association
Doug Izzo, Englewood Florida Chamber of Commerce
Isiah Lewis, Downs & St. Germain Research

I. **Call to Order & Pledge of alligance**
Council member Jaha Cummings called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:01 a.m.

II. **Roll Call**
A quorum was established.

III. **Citizens' Input**
Lois Croft, Florida Restaurant & Lodging Association advised that the FRLA will be hosting a fundraiser named the Craft Beer and Wine Festival on April 9, 2022, at Fishermen's Village. The festival raises money for their scholarship fund for students with the culinary program. Croft also advised that the FRLA attended Tourism Day on January 19, 2022, in Tallahassee. David Haynes proceeded to provide information regarding the legislative aspects in regard to vacation rentals.

IV. **Approval of TDC Meeting Minutes**
A motion was made by Kathy Burnam, seconded by Mark Kuharski, to approve the December 10, 2021 minutes. Motion carried unanimously.

V. **Tourist Tax Report – Dan Roe**
The tax collector report was presented by Dan Roe. Roe reported that the totals for November and December revenues were $1,010,705.63, bringing the overall totals to $1,369,742.08 for the first quarter. This is approximately 49.5% higher over this first quarter time period last year. Roe continued to report that there is an increase of about 31 properties to the first quarter.

VI. **Budget Report – Elie Fischhof, Fiscal Services**
The fiscal report was presented by Elie Fischhof. Fischhof reported that we are almost six months into the fiscal year. Fischhof continued to report that with a budget of $3.2 million from the first 3 cents, actual operating expenditures are approximately $685,595 and $207,933 in encumbrances. The total budget that has been expended is approximately 50.27%. The 4th and 5th cents have $600,000 budgeted for Promo Activities. Actual expenditures are approximately $10,000 for Promo Activities General and approximately $10,000 are encumbered. Promo Activities Advertising has an actual expenditure of approximately $83,000 and an encumbrance of approximately $738,000.00

VII. **Robin Madden – Budget Review**
Robin Madden reported that the budget appeared to be in order.

VIII. **New Website Tour – Maureen Morgenthien**
Maureen Morgenthien provided a demonstration on the new PureFlorida.com website.

IX. **Director/Staff Report – Sean Doherty**
Sean Doherty, Tourism Director, advised that he also attended Tourism Day in Tallahassee and provided some additional feedback on the TDT expansion items. Doherty continued to provide a recap of the Tourism Department board report.

Councilmember Jaha Cummings advised that he met with the Chair of the House Committee on Tourism and discussed the issue revolving around workforce housing for people in the tourism industry. Councilmember Cummings stated that this issue needs to be addressed as businesses are suffering from lack of workforce in general and the availability of affordable housing.

X. **Citizen's Comments**
Doug Izzo, Executive Director of Englewood Chamber of Commerce, advised that workforce housing is a current priority. Izzo also advised that the Chamber is meeting with Sarasota County Commissioners, Charlotte County Commissioners and other key players in the community to see how the community can move forward to get affordable housing.

XI.   Council Comments
David Haynes reported that his firm has just celebrated their 20th year in business. Haynes reported that January 2022 was 70% higher in gross rentals over January 2021.

Keith Farlow advised that West County is staying busy. Farlow also mentioned that affordable housing is critical for our industry in the next five years.

Kelly Williamson reported that the tiki is under construction. Williamson advised that the volleyball courts have currently been relocated and they will be breaking ground soon to start construction on the new tiki. The new tiki will be bigger and will be able to accommodate private parties and weddings. There is not currently a timeline in place.

Councilmember Mark Kuharski provided an update on the marketplace property in downtown Punta Gorda. Kuharski advised that the developer that had shown interest was unable to come to an agreement with the property owners.

Robin Madden reported that year over year rentals were up 21%. Madden also reported rentals January 2021 to January 2022, rentals were up 40%. Real estate inventory remains low.

Kathy Burnam reported that sales have been incredible for businesses at Fishermen's Village. Burnam also reported a tiki bar has been opened at Sunset Beach Club. The Sunset Beach Club Tiki Bar will have live music Thursdays through Sundays.

XII.   Next Scheduled Meeting
The next scheduled TDC meeting is at 9:00 a.m. Friday, April 8, 2022. The meeting will be held in the B-106 Conference Room, Administration Building, 18500 Murdock Circle, Port Charlotte.

XIII.   Adjourn
The meeting adjourned at 10:08 a.m.