

June 23, 2008

MINUTES OF THE COLLIER COUNTY TOURIST
DEVELOPMENT COUNCIL MEETING

Naples, Florida, June 23, 2008

LET IT BE REMEMBERED, that Collier County Tourist Development Council in and for the County of Collier, having conducted business herein, met on this date at 9:00 AM in a REGULAR SESSION in Building "F" of the Government Complex, Naples, Florida with the Following members present:

Chairman: Commissioner Tom Henning
Vice Chairman: Murray H. Hendel
Susan Becker
Clark Hill
Rick Medwedeff
Robert Miller
Ed (Ski) Olesky
John Sorey, III (Excused)
Rob Popoff

ALSO PRESENT: Jack Wert, Tourism Director
Gary McAlpin, Coastal Zone Management Director
Colleen Greene, Assistant County Attorney
Kelly Green, Administrative Assistant

- I. **Call to Order – Chairman Henning**
Chairman Henning called the meeting to order 9:00 a.m.
- II. **Pledge of Allegiance**
Pledge of Allegiance was recited.
- III. **Roll Call**
A quorum was established.
- IV. **Changes and Approval of Agenda**
Mr. Olesky moved to approve the revised agenda subject to the following changes:
Item VI.5 - two pages were inadvertently included with the package
Item VI.7 - removal of this item from the originally posted agenda
Second by Mr. Popoff. Carried unanimously 8-0.
- V. **Approval of TDC Minutes**
 1. **Regular Meeting May 19, 2008**
Ms. Becker moved to approve the minutes subject to the following change:
Page 1 – Rod Popoff to “Rob” Popoff
Second by Mr. Hendel. Carried unanimously 8-0.
- VI. **New Business**
 1. **Category “C” Grant Application – Collier County Freedom Memorial**
 - **Jack Wert, Tourist Director** presented the *Executive Summary “Review for possible Recommendation for Approval of a Category C-2 Grant for construction of the Freedom Memorial in Freedom Park in the amount of \$126,923” dated June 23, 2008.* The County Attorney’s Office indicated if the project could be included in the Museums category(s), it could be funded by the TDC
 - The request is for construction funds
 - Details of expenditures have not been provided and were received after the Cycle and not reviewed by the Review Committee.
 - Staff recommends funding level up to \$75,000*Mr. Hendel moved to approve the request for up to \$125,000 and that it be funded with either C-1 or C-2 funds. Second by Mr. Olesky.*

A lengthy discussion ensued regarding whether the request meets the criteria of a “museum” and who has the authority to add the project to the list of County Museums as well as avenues to fund the request.

Jack Wert noted that the Board of County Commissioners would need to add the project to the inventory of County Museums. May also require an Ordinance change.

Colleen Greene, Assistant County Attorney noted the TDC Ordinance restricts the funding of the request as it specifically identifies “museum funding” in two categories.

Chairman Henning stated the Council should make a finding that the Memorial would be a tourist attraction and recommend the Board of County Commissioners revise the Ordinance to provide flexibility to see the Memorial constructed. **Jack Wert** recommended the TDC make an exception to the "Funding Policy" and make a finding that the project is a tourist attraction and be funded under category C-2. There are funds available to fund the project in that category. **Colleen Greene** stated she would need to review the funding policy and provide an opinion on this option.

Speakers

Jerry Sanford, North Naples Fire District briefly outlined the proposal and spoke in support of the funding request.

Jerry Ladeau addressed the Council thanking them for their consideration in funding the request.

Greg Speers, East Naples Fire District addressed the Council reviewing some of the marketing for the project including a float in an upcoming parade and requested the Council support the proposal.

Samuel Cadreau, City of Naples Fire Department, Retired, noted the Community owes the Memorial to all those who have served the Nation in various capacities and urged support of the request.

Colleen Greene stated that neither the (TDC) Funding Policy or Ordinance specifically defines museums and it would be reasonable for the Council to make a finding that the Memorial qualifies as a museum for purposes of the TDC Funding Policy and Ordinance making the project eligible under category C-2.

Mr. Hendel amended his motion to approve the Executive Summary request based on the Staff recommendations for up to \$125,000 and that the Tourist Development Council finds that the Memorial qualifies as a Museum for purposes of the Funding Policy and the Ordinance (TDC). Second by Mr. Olesky.

Ms. Becker noted the project is worthwhile and well designed, however the Staff requested more details on expenditures and recommended a grant approval in the amount of \$75,000 for the start up of the project and felt the Council should follow Staff recommendations.

Motion carried 7 yes – 1 no. Ms. Becker voted no.

2. Category "B" Grant Application – Swingtime Tennis Tournament

Jack Wert presented the *Executive Summary "Review and discussion of a Category "B" grant application from C&H Events, Inc. for 2008 Swingtime Tennis & Golf Event in the amount of \$7,500" dated June 23, 2008.*

He stated the program has provided good exposure for the County in the past; however, the event has eliminated the television broadcasting of the event so Staff recommends not approving the Grant Request. It was noted the monies are used for promotions outside the area.

Mr. Hendel noted that the event has been a successful, quality event and provides fund raising for the Cancer Society, etc.

Mr. Hendel moved to approve funding the Grant Request of \$7,500 (Executive Summary "Review and discussion of a Category "B" grant application from C&H Events, Inc. for 2008 Swingtime Tennis & Golf Event in the amount of \$7,500.)" Second by Mr. Popoff. Motion carried unanimously 8-0.

3. Paradise Advertising Budget Modification

Jack Wert provided the *Executive Summary "Recommend Approval of Additional Billing from Paradise Advertising Over \$2 Million in Accordance with the Paradise Advertising & Marketing, Inc. Agreement with Collier County" dated June 23, 2008.*

The "Change Order" is required to spend additional funds above the \$2M contract. The Agency is projecting an additional \$200,000 for advertising and marketing is needed through 9/30/2008 as well as \$500,000 for emergency advertising. He noted that the \$500,000 for emergency advertising would be expended if needed.

Ms. Becker moved to approve Staff recommendation (Executive Summary Recommend Approval of Additional Billing from Paradise Advertising Over \$2 Million in Accordance with the Paradise Advertising & Marketing, Inc. Agreement with Collier County)" Second by Mr. Olesky.

The request of \$700,000 includes the commission fee.

Motion carried unanimously 8-0.

4. Clam Pass Sand Bypass Work Order

Gary McAlpin, Coastal Zone Management Director presented the *Executive Summary "Recommend approval of Work Order PBSJ-FT-4135-08-01 under Contract 07-4153 with PBS&J for Clam Pass Ebb Tide Shoal Analysis and Dredging Permit for time and material not to exceed \$25,060.00 (Project No. 195-900601)" dated June 23, 2008.*

The "Work Order" has two parts; first - complete an analysis of the ebb shoal for dredging of sand without creating a negative effect on the shore (beaches) north of the site. There is a difference of opinion between two engineering firms on the issue and the request would allow a third engineering firm to study the issue and provide an independent evaluation.

The second part is to develop a dredging permit to hydraulically maintain the Pass in case of emergencies. The current permit (0128463-001-JC) expires on July 6, 2008. The Coastal Advisory Committee approved the request by a vote of 7-1 on June 12, 2008.

Gary McAlpin stated this issue is separate from the channel marking of Clam Pass.

The existing permit that expires on July 6, 2008 has a one-year extension. The application would move the permit validity forward from that time and be a maintenance permit for hydraulic flushing of the Pass.

Chairman Henning stated the Board of County Commissioners (BCC) by a vote of 4-1 authorized the Pelican Bay Service District (PBSD) to apply for a 5-year permit for the Clam Pass Estuary.

Gary McAlpin noted the BCC authorized the PBSD to obtain a permit for "mangrove maintenance."

Chairman Henning noted that the motion was to "allow maintenance of the mangroves and also deal with the hydraulics in Clam Bay" and expressed concern that two government entities will be doing the same work.

Gary McAlpin noted that there is a need for a mechanism to be in place for emergency purposes within the same parameters as the existing permit. This would allow the capability of the County to keep the Pass open in case of a disaster.

Chairman Henning requested clarification on why the area needs to be dredged for "big boat navigation." Further, has the item been presented to the PBSD?

Gary McAlpin noted this is not the intent; it is for flushing of the mangroves and determining what quantity of sand could be removed without creating a negative impact on the area to the north. The sand (if beach quality) would be placed on the beaches in the area for re-nourishment. He noted this item was not brought in front of the PBSD.

Mr. Hendel requested clarification why the PBSD may oppose this activity.

Gary McAlpin noted the concern is the activity may de-stabilize the area to the north of the Pass. He noted that the study would determine the maximum amount of sand that could be safely removed and utilized in the area thereby reducing the need for obtaining beach quality sand from more expensive sources.

Chairman Henning asked if this issue was discussed at a (Florida Department of Environmental Protection) meeting held in Fort Myers.

Gary McAlpin stated this item was not discussed in detail, rather that this activity was mentioned as part of the overall plan for the Estuary.

Chairman Henning stated he had a concern with the Fort Myers meeting with two Coastal Advisory Committee members present and noted that it may be appropriate for the County Attorney to provide procedural guidance and recommendations in this area to the TDC and the BCC.

Further, he asked if there would be a contingency plan if the consultant found a quantity of sand could be safely removed and if the sand was removed and there was a subsequent a negative effect on the area of concern following the removal of sand.

Gary McAlpin noted a certain level of assurances or contingency plan would need to be in place before dredging. This would be addressed after the technical data is in place, which would allow a more informed decision on the issue.

Mr. Medwedeff asked if the area has been dredged in the past with no negative affect on the beaches to the north.

Gary McAlpin noted historically (past 5 dredges he is aware of), the dredging has not negatively impacted the area of concern, however it has been dredged minimally and this study would provide technical data for the maximum amount of sand to be safely removed without negatively impacting the stability of the beaches to the north. This sand would be used to re-nourish Clam Pass Beach Park.

Ms. Becker moved to approve the Executive Summary (“Recommend approval of Work Order PBSJ-FT-4135-08-01 under Contract 07-4153 with PBS&J for Clam Pass Ebb Tide Shoal Analysis and Dredging Permit for time and material not to exceed \$25,060.00 (Project No. 195-900601).” Second by Mr. Olesky.

Chairman Henning stated the system is pristine and the only place in an urbanized setting available for canoeing or kayaking without interference by larger boats; this would allow for larger boats to access the Estuary. Further, he noted the purpose of the dredging should be for hydraulic purposes, not provide an inexpensive sand source for beaches.

Mr. Hill expressed concern that a wider dredging cut would eliminate the ability to walk between beaches at low tide.

Gary McAlpin noted he wants to maintain the pristine quality of the area and the dredging is not for the interior of the Estuary, it is the exterior that would be dredged. Navigation is a separate issue and Staff has no intentions to dredge Clam Bay for navigation purposes.

Motion carried 5 yes- 3 no. Chairman Henning, Mr. Hill and Mr. Popoff voted no.

5. Wiggins Pass Maintenance Dredging Work Order

Gary McAlpin presented the *Executive Summary “Recommend Approval of Work Order No. CPE-FT-08-03 with Coastal Planning And Engineering for Doctors Pass and Wiggins Pass Maintenance Dredging Project Construction Plans & Specifications for a Not-To-Exceed, Time and Material amount of \$99,874 (Project 195-905221)” dated June 23, 2008.*

He stated this process would allow both of the dredging activities to be combined saving mobilization costs for equipment, etc. The Wiggins Pass Modeling Group is proceeding on a timely basis, which is deriving a permanent solution for stabilization of the Pass. Further, Wiggins Pass is dredged to a depth for a 3-foot draft vessel’s navigation of the Pass.

Mr. Olesky moved to approve the Staff Recommendation (Executive Summary entitled “Recommend Approval of Work Order No. CPE-FT-08-03 with Coastal Planning And Engineering for Doctors Pass and Wiggins Pass Maintenance Dredging Project Construction Plans & Specifications for a Not-To-Exceed, Time and Material amount of \$99,874 (Project 195-90522.)” Second by Mr. Becker. Carried unanimously 8-0.

6. Wiggins Pass Hydrographic Surveying Work Order

Gary McAlpin presented the *Executive Summary "Recommend Approval of Work Order No. CPE-FT-08-04 with Coastal Planning and Engineering for Wiggins Pass Hydrographic Surveying for a Not-To-Exceed Time and Material amount of \$27,535.25 (Project 195-905221)" dated June 23, 2008.*

Mr. Olesky moved to approve Staff recommendations (Executive Summary entitled "Recommend Approval of Work Order No. CPE-FT-08-04 with Coastal Planning and Engineering for Wiggins Pass Hydrographic Surveying for a Not-To-Exceed Time and Material amount of \$27,535.25 (Project 195-905221.)" Second by Ms. Becker. Motion carried unanimously 8-0.

VII. Old Business

1. Quarterly Financial Review

Jack Wert, Tourist Director submitted a document entitled "*FY 08 TDC Budget Report by Fund – 2nd Quarter (Cumulative) October 1, 2007 Thru March 31, 2008*" to the Council.

Gary McAlpin noted that the Board of County Commissioner mandated reserves have been allocated as required. He indicated he would possibly include a separate line for "encumbered reserves" in the future, if necessary.

Mr. Hendel requested clarification on whether appropriate monies have been reimbursed by any applicable State and Federal Agencies.

Gary McAlpin stated a majority of the monies have been collected with some remaining pending "permit closeouts."

(See procedural motion after item VIII 1.a for this item).

2. Naples Zoo Interim Report – Information Only

Jack Wert submitted a document entitled "Black Bear Hammock Exhibit" dated June 23, 2008.

3. Marco Island Historical Society Interim Report – Information Only

Jack Wert submitted a document entitled "*Marco Island Historical Society Interim Status Report*" dated May 28, 2008 prepared by Bill Perdichizzi of the Marco Island Historical Society.

Break – 10:23AM

Re-convene – 10:33AM

VIII. Staff Report Presentations

1. Section I

a. Paradise Advertising

Fran Vaccaro of Paradise Advertising & Marketing provided a PowerPoint presentation outlining a monthly review of advertising and marketing efforts.

Jack Wert, Tourist Director requested a motion to accept the Quarterly Financial Review presented under item VII.1

Mr. Popoff moved to accept the “FY 08 TDC Budget Report by Fund – 2nd Quarter (Cumulative) October 1, 2007 Thru March 31, 2008” (see item VII.1). Second by Mr. Olesky. Carried unanimously 8-0.

b. Klages Research Report

Jack Wert, Tourist Director provided a PowerPoint presentation on the “March 2008 Visitor Profile.”

Funding more resources in the international and European markets was recommended.

Mr. Hill requested the status of the effort in conversion of the web site into foreign languages (German, French, and Spanish, etc.).

Jack Wert stated that the web site development for foreign languages is in the budget for next year. He noted that utilizing “dedicated representatives” would require an increase in expenditures from approximately \$30,000 – 50,000 to \$100,000 in each region and suggested Staff return with a recommendation in September for next years marketing plan in this area. It was recommended the project be undertaken for one year and reviewed at the end of that year for its success.

Chairman Henning suggested utilizing the “emergency fund” and consider it an economic emergency.

Mr. Hendel recommended the TDC consider an immediate plan for “dedicated representatives” and fund it from reserves.

Jack Wert suggested formulating a motion to access the emergency funding for direct representation in Europe, upgrading the website to foreign language and market research to measure the results through focus groups. He noted there is currently \$1M in unencumbered reserves in the budget.

Mr. Hill moved that the TDC recommend to the BCC that the \$1M of emergency funds be expended for full representation in the European market and develop web sites into necessary foreign languages. Second by Mr. Popoff.

A discussion ensued regarding the wording of the motion noting that only a portion of the \$1M may need to be expended.

Chairman Henning suggested the TDC recognizes this as an economic emergency and request Staff to approach the BCC to allocate sufficient funds for marketing as required in these markets.

***Mr. Popoff withdrew his second to the motion.
Without a second the motion was withdrawn.***

Chairman Henning requested Staff to e-mail the proposed Executive Summary to the Tourist Development Council members for review.

Colleen Greene, Assistant County Attorney stated that to avoid Sunshine Law issues, the receivers of the e-mails should not respond back to Jack Wert to ensure avoidance of discussions outside of a publicly warned meeting.

Chairman Henning requested clarification if an Advisory Board Member could reply to Staff directly without responding to other Advisory Board members.

Colleen Greene stated this procedure is allowed, however she is recommending no contact outside of a public meeting as a pre-cautionary measure so that a Staff member does not inadvertently become an information conduit to another member.

Mr. Hill moved to direct Staff to prepare an Executive Summary to be presented to the Board of County Commissioners declaring an economic emergency and allow utilization of emergency funds in marketing the European market for the purpose of attracting international visitors to Collier County. Second by Mr. Hendel. Carried unanimously 8-0.

Colleen Greene noted that the proposed expenditure will require review by the County Attorney's Office.

Jack Wert, Tourist Director presented the findings and conclusions of the "Naples, Marco Island, Everglades CVB: 2007-2008 Inquiry Conversion Research" dated June 23, 2008.

2. Section II

The following reports were presented by Staff:

- a. Director's Report – Jack Wert**
- b. Search Engine Report – Jack Wert**
- c. Website Activity Report – Jack Wert**
- d. Sales Manager Report – Debbie Debenedetto**
Niccole Haschak provided the report in Debbie Debenedetto's absence.

Chairman Henning left the meeting at 11:42AM

Vice Chairman Hendel chaired the remainder of the meeting

e. P.R. Manager Report - Jonell Modys

It was noted that Public Relations strategy should be included in the European marketing proposal.

f. Film Coordinator Report – Maggie McCarty

g. Sports Marketing Report – Ralph Pryor

h. Phase V – Fulfillment & Call Summary – Ginny Demas

IX. Detailed Staff Reports

See attached reports submitted by Staff.

X. Announcements

There will be no July or August meeting for the Council.

XI. Audience Input & Discussion

None

XII. Council Discussion

Ms. Becker requested Staff provide the required “Parking Placards” to Council members.

XIII. Next Meeting Date/Location – September 22, 2008 – Collier County Government Center, Administration BLDG. F, 3rd Floor, 3301 East Tamiami Trail, Naples, Florida 34112

There being no further business for the good of the County, the meeting was adjourned by order of the chair at 12:05P.M.

**COLLIER COUNTY TOURIST
DEVELOPMENT COUNCIL**

Commissioner Tom Henning, Chairman

These minutes approved by the Board/Committee on _____
as presented _____ or as amended _____.