

## **EXECUTIVE SUMMARY**

### **Determine future TDC meeting agenda procedures and topics**

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**OBJECTIVE:** Review suggestions for future TDC meetings and agenda items

### **CONSIDERATIONS:**

The TDC suggested that staff review the current procedures related to TDC meeting agendas and topics. TDC members were requested to send the Director their suggestions for presentation to the full TDC at the February meeting. This is a synopsis of those suggestions.

1. Tourism staff does not need to be present during the entire meeting, unless they have a special presentation or new development to share with the TDC board. This will enable the staff to be more productive.
2. The Director should give an overview of each of the department disciplines as part of his report.
3. If a staff member has a specific accomplishment that they feel the TDC members would benefit from hearing, they should be put on the agenda for an overview of that item.
4. Each month we could showcase one of the tourism staff to give an in-depth look at their mission and how they accomplish it with results and comparisons from prior periods.
5. The annual TDC/BCC Joint Workshop has become a review of the past year and a preview of the coming year. The TDC members have heard the past year information, and the Director is giving quarterly updates to the BCC.
  - a. Future Workshops should be an opportunity to review or discuss initiatives that may require future action by the TDC and BCC.
  - b. Use the Annual Tourism Week Press Conference to tell the media and the local tourism industry the results of the past year.
6. Special presentations should be scheduled periodically to inform the TDC members of developments in the community.
7. The Director should select one of the CVB's strategic objectives to report on every other month to include the strategies utilized and any results to show progress.
8. Hold one of more TDC meetings at locations other than the County building to acquaint members with the tourism product available to visitors.

**FISCAL IMPACT:** There is no fiscal impact from this action

**GROWTH MANAGEMENT IMPACT:** There is no impact on the Growth Management Plan from this action.

**RECOMMENDATION:** Review the recommendations for future TDC meetings and work sessions and suggest future implementation strategies.

**SUBMITTED BY:** Jack Wert, Tourism Director