

MINUTES OF THE COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING

Naples, Florida, March 24, 2014

LET IT BE REMEMBERED the 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 Tim Nance
Vice Chairman: Clark Hill
Murray H. Hendel
Susan Becker (Excused)
Robert Miller
Ed (Ski) Olesky
John Sorey, III
Larry Sacher (Excused)
Rick Medwedeff (Excused)

ALSO PRESENT:

Jack Wert, Tourism Director
Barry Williams, Director, Parks and Recreation
Colleen Greene, Assistant County Attorney
Kelly Green, Tourist Development Tax Coordinator

**MEETING AGENDA & NOTICE
COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL
Collier County Government Center, Administration Bldg. F, 3rd Floor
3299 East Tamiami Trail, Naples, Florida 34112**

March 24, 2014 9:00 am

Collier County Commission Chambers

*** Requires TDC Action**

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. *Changes and Approval of Agenda

5. *Approval of TDC Minutes

a. *Regular Meeting 2/24/14

6. Presentations / Public Comment - (3 minutes each)

7. New Business

a. *Barefoot Beach Preserve Projects Funding Request – ADA Beach Access Wheelchair and Wildlife Proof Trash/Recycling Receptacles

b. *RFQ #10-5510-30S – Clam Pass Tramway Station

c. *Proposal #09-5305 – Wildlife Observation Tower at Tigertail Beach

d. *RFQ #10-5510-41 – South Marco Restroom Replacement

e. *Tourism Week Proclamation

f. *TDC Advisory Board Nominations

8. Old Business

a. TDC Requests from February 24, 2014 Meeting

1. County Museums update on sources of additional funding- April meeting

2. Research Data Services report on day trippers and visiting friends and family e-mailed to Council members.

3. Everglades National Park and ecotourism marketing efforts to Council members via e-mail.

4. Poll results of alternate TDC meeting dates.

9. Marketing Partner Reports

- a. Research Data Services**
- b. Paradise Advertising**
- c. Lou Hammond & Associates – PR Services**
- d. Tax Collections**
- e. Miles Media - Website Activity**
- f. Sales & Marketing Technologies - Search Engine Optimization**
- g. Phase V - Fulfillment Services**

10. Tourism Staff Reports

- a. Director – Jack Wert**
- b. Sales & Marketing – Debi DeBenedetto**
- c. Public Relations & Communications – JoNell Modys**
- d. Film Office – Maggie McCarty**
- e. Sports Marketing – Chris O'Brien**
- f. International Representatives – Jack Wert**
- g. Visitor Centers – Lori Lou Waddell**

11. Detailed Staff Reports

12. Council Member Discussion

13. Next Scheduled Meeting Date/Location – Apr. 28, 2014 – 9:00 a.m.
Collier County Government Center, Administration Bldg. F, 3rd Floor, 3299 East Tamiami Trail, Naples, Florida 34112

14. Adjournment

All interested parties are invited to attend, and to register to speak and to submit their objections, if any, in writing, to the board prior to the meeting if applicable.

For more information, please contact Jack Wert at (239) 252-2402.

If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380.

Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time.

Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners) before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

Any persons in need of the verbatim record of the meeting may request a copy of the video recording from the Collier County Communications and Customer Relations Department or view online.

1. Call to Order – Commissioner Nance

Commissioner Nance called the meeting to order at 9:00 A.M.

2. Pledge of Allegiance

Pledge of Allegiance was recited.

3. Roll Call

A quorum was established.

4. Changes and Approval of Agenda

Mr. Sorey moved to approve the Agenda with the addition of Item #7.g – Discuss May TDC Meeting Date. Second by Mr. Olesky. Carried unanimously 6 – 0.

5. Approval of TDC Minutes

a. Regular Meeting 2/24/14

Mr. Hill moved to approve the Minutes from the February 24, 2014 meeting as presented. Second by Mr. Olesky. Carried unanimously 6 – 0.

6. Presentations / Public Comment - (3 minutes each)

None

7. New Business

a. Barefoot Beach Preserve Projects Funding Request – ADA Beach Access Wheelchair and Wildlife Proof Trash/Recycling Receptacles

Mr. Williams presented the Executive Summary “Request that the Tourist Development Council approve the expenditure of \$32,160 for the purchase of an ADA beach access wheelchair and wildlife proof trash/recycling receptacles for Collier County beach park facilities and make a finding that this expenditure promotes tourism” dated March 24, 2014 for consideration. He reported the work was approved under the previous funding cycle and the bids have been received to complete the work.

Mr. Hendel moved to approve an expenditure of \$32,160 for the purchase of an ADA beach access wheelchair and wildlife proof trash/recycling receptacles for Collier County beach park facilities and finds the expenditure promotes tourism. Second by Mr. Hill. Carried unanimously 6 – 0.

b. RFQ #10-5510-30S – Clam Pass Tramway Station

Mr. Williams presented the Executive Summary “Recommendation to award Request for Quotations (RFQ) #10-5510-30S to Surety Construction Company, in the amount of \$181,401, for the construction of the “Clam Pass Tramway Station,” approve the necessary funding increase in the amount of \$85,347.36 and make a finding that this expenditure promotes tourism” dated March 24, 2014 for consideration. He noted:

- The project was approved under the previous funding cycle; however a budget increase is required to complete the work.
- The Waldorf Astoria – Naples through its lease with the County participates in staffing the system/related facilities, however is not required to assist in funding capital improvements.
- The work is expected to be completed in the summer of 2014.

Mr. Miller moved to recommend that the Board of County Commissioners award Request for Quotations (RFQ) #10-5510-30S to Surety Construction Company, in the amount of \$183,401, for the construction of the “Clam Pass Tramway Station,” approve the necessary funding increase in the amount of \$85,347.36 and finds the expenditure promotes tourism. Second by Mr. Olesky. Carried unanimously 6 – 0.

c. Proposal #09-5305 – Wildlife Observation Tower at Tigertail Beach

Mr. Williams presented the Executive Summary “Recommendation to award proposal #09-5305 to BSSW Architects, Inc., in the amount of \$30,800 for the design of the “Wildlife Observation Tower at Tigertail Beach,” approve the necessary funding increase in the amount of \$5,800 and make a finding that this expenditure promotes tourism dated March 24, 2014 for consideration. He noted:

- The project was approved in the previous funding cycle but a budget increase of \$5,800 is required to complete the project.
- The scope of work is for the design of the proposed structure.
- The trail at the facility is one of two “Great Florida Birding and Wildlife Trails” in Collier County and the project will increase opportunities for this activity.

Mr. Miller moved to recommend that the Board of County Commissioners award proposal #09-5305 to BSSW Architects, Inc., in the amount of \$30,800 for the design of the “Wildlife Observation Tower at Tigertail Beach,” approve the necessary funding increase in the amount of \$5,800 and finds the expenditure promotes tourism. Second by Mr. Hill. Carried unanimously 6 – 0.

d. RFQ #10-5510-41 – South Marco Restroom Replacement

Mr. Williams presented the Executive Summary “Recommendation to award Request For Quotes (RFQ) #10-5510-41 to PBS Construction, Inc., in the amount of \$205,775 for the construction of the “South Marco Restroom Replacement,” approve the necessary funding increase in the amount of \$116,275 and make a finding that this expenditure promotes tourism” dated March 24, 2014 for consideration.

Mr. Sorey moved to recommend that the Board of County Commissioners award Request For Quotes (RFQ) #10-5510-41 to PBS Construction, Inc., in the amount of \$205,775 for the construction of the “South Marco Restroom Replacement,” approve the necessary funding increase in the amount of \$116,275 and finds the expenditure promotes tourism. Second by Mr. Olesky. Carried unanimously 6 – 0.

The Members queried Staff if a list of future capital projects is available for review.

Mr. Williams reported that Staff is currently preparing Grant Applications for future projects and will provide the preliminary information to the Members for informational purposes. One concern to be addressed over the coming years is the quantity of parking provided for beach users as the demand for the activity continues to increase.

e. Tourism Week Proclamation

Mr. Wert presented the Executive Summary “*Recommendation to Approve Proclamation for National Tourism Week 2014*” dated March 24, 2014 for consideration.

Mr. Sorey moved to recommend that the Board of County Commissioners adopt the proclamation for National Tourism Week 2014.” Second by Mr. Olesky. Carried unanimously 6 – 0.

f. TDC Advisory Board Nominations

Mr. Wert presented the Executive Summary “*Tourist Development Council Appointment Review*” dated March 24, 2014 for consideration. He noted Susan Becker and Ski Olesky have submitted applications for re-appointment to the Tourist Development Council.

Mr. Hendel moved to recommend that the Board of County Commissioners appoint Susan Becker and Ski Olesky to the Tourist Development Council. Second by Mr. Hill. Carried unanimously 6 – 0.

Mr. Olesky reported his application should be updated to indicate he serves as Fire Commissioner for the Immokalee Fire Department.

g. Discuss May TDC Meeting Date

Mr. Wert reported the TDC’s regular meeting scheduled for May falls on Memorial Day and recommended the meeting be held on May 29, 2014.

The Council reached consensus on holding a TDC meeting on May 29, 2014.

8. Old Business

a. TDC Requests from February 24, 2014 Meeting

Mr. Wert provided the following updates:

1. County Museums update on sources of additional funding - April meeting

Staff reported the item be placed on a future meeting Agenda.

2. Research Data Services report on day trippers and visiting friends and family emailed to Council members.

The report “Naples, Marco Island, Everglades 2013 Visitation Estimates” dated 3/18/14 was provided to members.

The Council noted it is important to increase the accuracy of the data as converting day trippers to overnight guests could produce an untapped source of revenue.

3. Everglades National Park and ecotourism marketing efforts to Council members via e-

mail.

Staff provided examples of the marketing efforts and noted they have a working relationship with the Staff at Big Cypress National Preserve.

4. Poll results of alternate TDC meeting dates.

The poll indicated a majority of Members favor retaining the existing meeting schedule.

Break: 9:55 A.M.

Reconvened: 10:00 A.M.

9. Marketing Partner Reports

Mr. Wert presented the Slideshow “Marketing Partner Reports – March 24, 2014” including the following reports presented by Staff and Consultants:

- a. **Research Data Services (Heard before Item 9.a) – Dr. Walter Klages**
“Collier County Tourism Research, March 24, 2014 – Research Data Services, Inc.”
- b. **Paradise Advertising – Nicole Delaney**
“Advertising Report Paradise Advertising and Marketing Inc. – TDC, March 24, 2014.”
- c. **Lou Hammond & Associates – PR Services – Jonell Modys**
“National Public Relations Report – National Public Relations Update – TDC Meeting March 24, 2014.”
- d. **Tax Collections – Jack Wert**
“Tourist Tax Collections – Collier County Tax Collector – March 24, 2014”

The Council requested Staff determine the status of any advertisements placed by the Tax Collector in local publications for the purposes of educating the public on the requirement to pay tourist tax on short term rentals of single family units.
- e. **Miles Media - Website Activity – Jack Wert**
“Website – Miles Partners, Inc.”
- f. **Sales & Marketing Technologies, Inc. - Search Engine Optimization – Jack Wert**
“Search Engine Services – Sales and Marketing Technologies, Inc.”
- g. **Phase V - Fulfillment Services – Jack Wert**
“Fulfillment Services – Phase IV”

10. Tourism Staff Reports

The following reports were provided by Staff:

- a. **Director – Jack Wert**
- b. **Sales & Marketing – Debi Benedetti**
- c. **Public Relations & Communications – Jonell Modys**
- d. **Film Office – Jack Wert**

- e. Sports Council – Jack Wert
- f. International Representatives – Jack Wert
- g. Visitor Centers – Lori Lou Waddell

Mr. Wert reported Dr. Klages will be assisting Staff in creating a 3 question survey to be utilized at the Visitor's Centers to aid in identifying travel patterns of day trippers.

11. Detailed Staff Reports

Submitted

12. Council Member Discussion

Mr. Hill recognized the efforts of Paradise Advertising for their recent work in developing marketing videos on site at the Hilton Naples.

13. Next Scheduled Meeting Date/Location – April 28, 2014 – 9:00 A.M.

**Collier County Government Center, Administration Bldg. F, 3rd Floor,
3299 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 11:15 A.M.

**COLLIER COUNTY TOURIST
DEVELOPMENT COUNCIL**

Chairman, Commissioner Tim Nance

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

DRAFT - Pending Approval