

TRANSCRIPT OF THE MEETING OF THE COLLIER
COUNTY TOURIST DEVELOPMENT COUNCIL
Naples, Florida June 27, 2005

LET IT BE REMEMBERED, that 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 REGULAR SESSION in Building "F" of the Government Complex, East Naples, Florida, with the following members present:

CHAIRMAN: Commissioner Fred Coyle
Ron Albeit
Susan Becker – Excused Absence
Murray H. Hendel
Douglas House
David Loving – Excused Absence
John Sorey III
Glenn Tucker

ALSO PRESENT:

Jack Wert, Director of Tourism
Gail Hambright, Administrative Assistant
Gary McAlpin, Senior Project Manager
Heidi Ashton, Assistant County Attorney

MEETING AGENDA & NOTICE COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

June 27, 2005

Collier County Government Center, Administration Bldg. F, 3rd Floor, 3301 East Tamiami Trail, Naples, Florida 34112

* Council Action Needed

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call
- IV. Changes and Approval of Agenda
- V. * Approval of TDC Minutes - May 23, 2005
- VI. New Business
 1. * TDC Vacancy Candidates
 2. * Coastal Zone Manager Position
- VII. Old Business
 1. * 4th Percent Tourist Tax Proposal
 2. * Big Cypress National Preserve Film/Multimedia Project Contract Approval - Elam Stoltzfus, Producer
 3. County/City of Naples Beach Renourishment Update
 4. Hideaway Beach Renourishment Update
 5. Marco South Beach Renourishment/Caxambas Pass Dredging Update
 6. Wiggins Pass Dredging Update
 7. Parks & Recreation Quarterly Update
- VIII. Inquiry Reports
 1. Phase V Fulfillment & Call Summary - Ginny DeMas
 2. Golf Pac Inquiries - Jack Wert
 3. Search Engine Report - Jack Wert
 4. Award Vacations - Jack Wert
- IX. Paradise Advertising & Marketing - Kerry Durand
- X. Staff Reports
 1. Director's Report - Jack Wert - Tax Report
 2. Sales Manager Report - Debi DeBenedetto
 3. P.R. Manager Report - JoNell Modys
 4. Film Coordinator Report - Maggie McCarty
- XI. Miscellaneous
- XII. Announcements
- XIII. Audience Input & Discussion
- XIV. Council Discussion
- XV. Next Meeting Date/Location - July 25, 2005 Government Center, Administration Bldg. F, 3rd Floor
- XVI. 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) 403-2402.

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 3301 East Tamiami Trail, Naples, FL 34112, (239) 774-8380.

Public comments will be limited to 5 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

I. The meeting was called to order by Commissioner Fred Coyle, Chairman, at 9:00 AM.

II. Pledge of Allegiance was recited.

III. Roll Call

A quorum was established with David Loving and Susan Becker having an excused absence.

IV. Changes and Approval of Agenda

Mr. Tucker moved to approve the Agenda. Second by Mr. Sorey. Carried unanimously 6-0.

V. Approval of TDC Minutes – May 23, 2005

Mr. Sorey moved to approve the minutes of May 23, 2005. Second by Mr. Tucker. Carried unanimously 6-0.

VI. New Business

1. TDC Vacancy Candidates

One application was received from Clark Hill the General Manger of the Naples Hilton who does meet all requirements for appointment to the TDC.

Mr. Sorey moved to recommend Clark Hill to be a member of the Tourist Development Council. Second by Mr. Albeit.

Discussion:

Mr. Tucker recommended Mr. Hill to be a good candidate.

Motion carried unanimously 6-0.

2. Coastal Zone Manager Position

Mr. Wert recognized that the position of overseeing all coastal projects that had been recommended to the board can now successfully be fulfilled by **Mr. McAlpin**. **Mr. Sorey** recommended having Mr. McAlpin's job description be reviewed.

VII. Old Business

1. 4th Percent Tourist Tax Proposal

Mr. Wert noted that due to the need of beach access it was a concern that some funding go toward this. This proposal was recommended by the Coastal Advisory Committee with a 6-1 vote. A Power Point presentation of the recommended budget proposal was given with the following points:

- There is an increase in cost in media and exchange rates.
- The additional 1% tax increase would greatly increase the possible budget.
- The 4th% would increase ad and promotional funds while all other categories would remain the same.

There were concerns expressed about the exact allocation of the funds going to beach renourishment, museums, and advertising.

Mr. Hendel suggested the following changes:

- \$500,000 for the emergency fund
- The balance of a million to two million toward museums and beaches.

Mr. Sorey expressed concern for the Hotel industry that a clear message needs to be sent that funds will go toward the non-peek season.

Mr. Sorey moved to recommend the proposal to the County Commission.

Without a second the motion will not be considered.

Speakers:

Ted Soliday, Naples Airport Authority noted that the off-season marketing efforts also assist the Airport and the venture to bring in additional carriers.

Joe Cox, Executive Director of the Children's Museum of Naples expressed support for the proposal but had concern about the reduction in funds allocated to non-County museums. Cultural visitors spend more time and money.

Clark Hill, Hilton Naples supports the proposal with concern toward beach renourishment.

Elaine Hamilton, Executive Director of the United Arts Council noted that the United Arts Council Board of Directors approved a motion in support of the addition one percent tax provided that the new funds will be used in advertising targeted at off-season visitors, with consideration of an arts campaign.

Sandra Quinne, Naples Botanical Garden, supports the additional 1%.

Jim Guderson, The Naples Beach Hotel and Golf Club spoke as representative of a business that is going to be responsible in collecting the additional tax; Mr.

Guderson is not in support. His concern was regarding how the funds will be distributed in the future.

Mr. Tucker moved to recommend to the County Commissioners to impose an additional one percent tourist tax. Mr. House seconded.

Commissioner Coyle advised that a specific recommendation be made; along with a percentage of the funds, instead of a flat rate, be allocated toward the administration budget.

Mr. Hendel noted his favor toward allotting some of the funds toward beach access, museums, beach inlets, and beaches due to the fact that he serves on the Coastal Advisory Committee Board and is president of the Holocaust Museum.

Mr. Tucker amended motion as follows: Mr. Tucker moved to provide the item for the Administration cost for the Tourism department be a percentage equivalent to \$725,000.00 when the recommended additional one percent is presented to the Commissioners. Second by Mr. Sorey. Carried unanimously 6-0.

2. Big Cypress National Preserve Film/multimedia Project Contract Approval – Elam Stoltzfus, Producer

Mr. Wert reviewed changes made to the “Services Contract Between the Live Oak Production Group and Collier County”.

Mr. Sorey moved to approve the “Services Contract Between the Live Oak Production Group and Collier County”. Second by Mr. Hendel. Carried unanimously 6-0.

3. County/City of Naples Beach Renourishment Update

Mr. McAlpin noted:

- The biological opinion is being drafted by the County to be completed at the end of the week in order to have it reviewed by the Fish and Wildlife Service on July 1st to have the biological opinion on August 1st.
- Bids for this project are due July 13th.
- Contractors have been pre-qualified.
- It is expected to go before the Board of County Commissioners on July 26th.
- Permits should be issued by August 9th.
- Issue to proceed is intended to be given on September 1st.
- Construction should begin on November 11th.
- Construction should be completed by Turtle Season next year.

4. Hideaway Beach Renourishment Update

Mr. McAlpin noted:

- Sand Placement on the South Side will be complete today.
- Completion is anticipated by July 15th.
- Groins one and two are complete.
- Total groin completion is anticipated for the first week in August.
- Liquidated damage reimbursements are not projected to be opposed.

5. Marco South beach Renourishment/Caxambas Pass Dredging Update

Mr. McAlpin noted:

- The construction is planned to start January of 2006.
- Permits are open.
- Bids are anticipated to go out August.

6. Wiggins Pass Dredging Update

Mr. McAlpin noted:

- This project has been completed with the contractor demobilized.

7. Parks & Recreation Quarterly Update

Mr. McAlpin will return with an update on the Vanderbilt Beach Parking.

VIII. Staff Reports

1. Sales Manager Report – Debi DeBenedetto

- (Power Point Presentation)
- Two shows attended
- Travel trips
- Committee meetings
- Proposals were sent out
- More contacts were attained by means of a sweepstakes
- Focusing on travel agents

2. Film Coordinator Report – Maggie McCarty

- (Power Point Presentation)
- Two commercials and one series has been shot
- Attended shows and meetings

- Promotions in magazines
- Marco Island Film Festival should continue

3. PR Manager Report – JoNell Modys

Presented by Mr. Wert:

- Attended familiarization
- Publicity hits
- Web site updates

4. Director's Report – Jack Wert

- Demonstration on chart
- Tax collections were just under one million dollars
- 11% over last fiscal year

IX. Inquiry Reports

1. Phase V Fulfillment & Call Summary – Ginny DeMas

- Graphs and statistics were given with website activity, leading countries and leading states.

2. Golf Pac Inquiries – Jack Wert

3. Search Engine Report – Jack Wert

4. Award Vacations – Jack Wert

X. Paradise Advertising & Marketing – Kerry Durand

- American Express campaign
- Visistflorida.com web site advertising
- Demonstration of photography

XI. Miscellaneous- None

XII. Announcements

Mr. Wert will change the order of the agenda to: New Business, Old Business, Staff Reports, Paradise Advertising, and Inquiry Reports.

XIII. Audience Input & Discussion- None

XIV. Council Discussion- None

June 27, 2005

**XV. Next Meeting Date/Location – July 25, 2005 Government Center,
Administration Bldg. F, 3rd Floor**

**There being no further business for the good of the County, the meeting was
adjourned by order of the Chair at 10:45 AM.**

**COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL**

Chairman, Commissioner Fred Coyle