

TRANSCRIPT OF THE MEETING OF THE COLLIER
COUNTY TOURIST DEVELOPMENT COUNCIL
Naples, Florida September 26, 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)
Murray H. Hendel
Douglas House
Clark Hill
David Loving
John Sorey III
Glenn Tucker

ALSO PRESENT: Jack Wert, Director of Tourism
Gail Hambright, Administrative Assistant
Colleen M. Greene, Assistant County Attorney
Gary McAlpin, Coastal Project Manager

I. The meeting was called to order by Chairman Fred W. Coyle, at 9:01 AM.

II. Pledge of Allegiance was recited.

III. Roll Call

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

IV. Changes and Approval of Agenda

Mr. Sorey moved to approve the Agenda. Second by Mr. Tucker. Carried unanimously 8-0.

V. Approval of TDC Minutes- Regular Meeting August 22, 2005

Mr. Tucker moved to approve the minutes of August 22, 2005. Second by Mr. Sorey. Carried unanimously 8-0.

VI. New Business

A. Category "A" Beach and Beach Park Facilities Funding Policy

Ron Pennington reviewed the Executive Summary "Recommend approval of proposed Amendment to Tourist Development Tax Category "A" Beach and Beach Park Facilities Funding Policy" along with "Proposed Changes 9-8-05 Tourist Development Category "A" Funding Policy".

Open discussion ensued with the following recommendations:

- Qualifiers under paragraph one.
- Addition of "limited cleanup" under paragraph one.
- Have the C.A.C. review the document and return to the Tourist Development Council.
- Exchanging "public access" for "tourist access" under paragraph one.
- There are reservations about restorations of inland lakes and rivers.
- Pass the language as is in order to resolve the issues afterward.
- Paragraph #6. "Inlet Sand Bypassng" needs to read "Inlet Sand Bypassing".

Mr. Sorey moved to approve the Executive Summary "Recommend approval of proposed Amendment to Tourist Development Tax Category "A" Beach and Beach Park Facilities Funding Policy" along with "Proposed Changes 9-8-05 Tourist Development Category "A"

Funding Policy". Second by Mr. Hendel. Carried 6-2 with Mr. Albeit and Mr. House opposed.

Commissioner Coyle would like to have the staff return with recommendations and alternatives, addressing a possible change to the ordinance or a policy on rivers and lakes.

VII. Old Business:

A. Parks & Recreation – Quarterly Report (Information Only)

Mr. McAlpin noted that the Clam Pass survey should be coming in within the next two weeks. Plans will be worked out for beach renourishment utilizing the shoal.

VIII. Paradise Advertising & Marketing – Kerry Durand

Ms. Durand reviewed of Power Point Presentation.

IX. Staff Reports

A. Director’s Report – Jack Wert

Mr. Wert reviewed overhead presentation.

1. Flagler Award for Excellence in Florida Tourism Marketing

Multiple awards received from the Florida’s Governors Conference were displayed and distributed:

- Award - Finalist for Web Site Design
- Award - Internet Marketing
- Award – Finalist Mixed Media
- Award – Resource and Promotional Materials
- Henry Award – Television
- Tele Award

B. Sales Manager Report – Debi DeBenedetto

Ms. DeBenedetto was out of town attending a trade show. **Mr. Wert** gave her Power Point Presentation.

C. P.R. Manager Report – JoNell Modys

Ms. Modys was out of town attending a trade show. **Mr. Wert** gave her Power Point Presentation.

Mr. Albeit would like to see add clippings that have been published.

D. Film Coordinator Report – Maggie McCarty

Ms. McCarty gave a Power Point Presentation reviewing summer events.

X. Inquiry Reports

A. Phase V – Fulfillment & Call Summary – Ginny DeMas

Ms. DeMas gave a Power Point Presentation.

B. Golf Pac Inquiries – Jack Wert

Mr. Wert gave a Power Point Presentation.

C. Search Engine Report – Jack Wert

Mr. Wert gave a Power Point Presentation.

XI. Miscellaneous

None

XII. Announcements

None

XIII. Audience Input and Discussion

None

XIV. Council Discussion

Mr. Sorey noted that the City of Naples will make a request regarding the substantial fish kill. Around 200 tons of fish were cleaned up.

Mr. Clark Hill was introduced as the new Committee Member.

Mr. McAlpin added that the County cleaned up 280 tons for an approximate total of 480 tons due to the red tide.

Mr. Albeit mentioned the excellent clean up job performed on Edge Water Beach Front, the City and Clam Pass.

- XV. Next Meeting Date/Location – October 24, 2005 Edison Community College, 7007 Lely Cultural Parkway, Room J-103, Naples, Florida.**

There being no further business for the good of the County, the meeting was adjourned by order of the Chair at 10:29 AM.

**COLLIER COUNTY TOURIST
DEVELOPMENT COUNCIL**

Chairman, Commissioner Fred Coyle