MINUTES OF THE

COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

WORKSHOP MEETING

Naples, Florida, January 13, 2016

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 1:00 PM in WORKSHOP SESSION in Administrative Building “F,” 3rd floor, Collier County Government Complex, Naples, Florida, with the following Members present:

TDC Members Present: Murray H. Hendel

Susan Becker

ALSO PRESENT:

Jack Wert, Director – Tourism Department

Colleen Greene, Assistant County Attorney

Kelly Green, Tourist Development Tax Coordinator – Tourism Department

Pat Bush, Collier Citizen’s Council

Nancy Kearns, Collier Citizen’s Council

Parker Medley, Sports Marketing Manager – Tourism Department

Derek Johnssen, Assistant Finance Director – Clerk’s Office

Jim Molenaar, Manager, Internal Audit – Clerk’s Office

***The Meeting convened at 1:00 p.m.***

Mr. Wert noted the purpose of the meeting was for the panel to review grant applications for FY17 and provided their recommendations to the Tourist Council Development on the amount of grant funds to be awarded to the various applicants.

**First Order of Business:**

**A) Suggestions for revising the Category “B” Grant Application**

1. Simplifying the application form. Mr. Wert stated that they have been able to cut out half of the number of pages in order to simplify the application form. Determining the minimum information needed to qualify for the grant

2. Expand the eligibility for grants to organizations that represent Arts and Culture

3. Understanding the Heads and Beds. The Heads and Beds count is required because there needs to be some measure of the return on investment that is made on and dollars that are expended on destination marketing and promotions. This needs to be targeted toward people who don’t live in Collier County but come and stay here in paid lodging and the stay must be 2 or more days

4. Establish a liaison from the Tourist Development Council office to assist applicants during the grant process and have the liaison print their name and contact information on the application. Kelly Green is the Tourist Tax Coordinator and acts as the liaison so her name will be added to next year’s application.

5. Establish a partnership with the Chamber of Commerce to promote the availability in the access of grants.

6. Clarify restrictions on advertising events in and out of Collier County.

7. Publicize grant recipient organization names and amounts received. This would be after the grants are awarded and this can be part of the press release that is sent out to the press.

8. Establish an appeal process. The application does not currently have this.

9. Establish a percentage of TDC revenues to be the grant funding budget.

*All of the C-2 non-county owned museums, nonprofit grants, have a percentage of the tourist tax that is in the ordinance that goes to Category C-2, municipally owned museums and museums owned and operated by not for profit organizations. 4.764% of the first 2% is allocated for this use.*

*Category B Grants come out of a different fund, which is fund 184 and this is the destination, advertising and promotion budget. Each year we do a specific budget amount for these, approximately $100,000.00.*

**B) Revising grant application process**

Mr. Wert discussed the timetable for final application approval. The due date depends on when the final applications are approved by the county commissioner this year.

1. The reason why this timetable is critical is because these grants become a part of the request that is sent to the County Commission for the budget for the next fiscal year.

a) Goal is to have application put together by end of April.

b) May is when the finishing touches will be put on the budget.

c) The budget will be reviewed by the County Commission in June.

d) Final approval of grants would be in September.

e) October 1st - funds would be expendable for that grant cycle.

**C) Grant Program Guidelines**

**Mr. Hendel** *asked if some of the guidelines could be presented to the audience.*

**Mr. Wert** responded by stating that most of the guidelines have been eliminated.

1. One requirement that needs to be met is that all the collateral material, television commercials, website sections and e newsletters to need to have acknowledgement of where the funds come from. The grant program extends and expands the reach of destination marketing efforts

2. The second requirement is to have either the Collier County Tourist Development Tax or the display of the CVB logo

**Brian Holly***-Director at Naples Botanical Gardens, asked about Collier County policy and what is required in order for funds to be reimbursed. His concern was the level of detail in order to track cut sheets and how difficult it is. He felt providing an invoice from a reputable firm showing what was done should be enough in order to get reimbursed.*

**Mr. Wert** responded by stating that this was a requirement put in years ago to make sure that in fact the ad did run and that was the reason for tear sheets.

**Lisa Wilkinson**-*Golisano Children’s Museum of Naples asked about getting clarification on tear sheets. She expressed that it would be easier if PDF’s could be accepted.*

**Mr. Wert** agreed and stated that he would approve of PDF’s with proper documentation such as an invoice from the vendor and evidence that the vendor was paid would be sufficient

**D) Category B Marketing Grants can be for non-profits or for profits**

1. Applies primarily to corporations, 501C, etc. i.e.: if you are a non-profit, organization, a 990 form is something filed every year and would be needed.

2. Structure contract to have area where it says “does not apply”.

3. Provided most recent financial statements.

Knowing if organizations have had grants in the past is helpful because it provides background information, for example: “did I bring visitors to the area?”

**E) C-2 non county owned and operated grants**

1. Certain percentage is allocated for tax fund 193; specifically for non-county owned museum grants.

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*There being no further business for the good of the County, the Tourist Development Council Grant Workshop was adjourned at 3:12 p.m.*

**Collier County Tourist Development Council**

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**Chairman, Commissioner Penny Taylor**

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