

EXECUTIVE SUMMARY

Tourist Development Council (TDC) Appointment Review

OBJECTIVE: Review applications for appointments to the expiring positions on the Tourist Development Council (TDC).

CONSIDERATIONS:

Collier County Advisory Board appointments to vacant or expiring terms are advertised and the subsequent applicants are reviewed and a recommendation is sought from that specific advisory board. The County Commission then receives the applications and recommendations and makes the appointments.

There are four terms expiring in April 2016 on the Tourist Development Council (TDC). There is one expiring term in the "Owner Operator Collector of the Tax" category, one in the Non-Owner/Operator category, and two in the municipal elected official positions. The County Commission office has received a total of 6 applications for these open positions on the TDC. All the applicants are listed below by category along with the applications and back up material supplied by each candidate.

Russell Burland, with Naples Historical Society. Mr. Burland has applied for the non-owner operator position, is a 15 year resident and registered to vote in Collier County.

Albert Katz, Retired executive. Mr. Katz has applied for the non-owner operator position, is a 10 year resident and is registered to vote in Collier County.

Nancy Kerns, Administrative Director of Classic Chamber Concerts. Ms. Kerns has applied for the non-owner operator position, is a 10 year resident and is registered to vote in Collier County.

James Moon, Attorney. Mr. Moon has applied for the non-owner operator position, is a 15 year resident and is registered to vote in Collier County.

Donald York, Retired bank president and CEO. Mr. York has applied for the non-owner operator position, is a 15 year resident and is registered to vote in Collier County.

Mac Chaudhry, General Manager of Hilton Marco Island Beach Resort and Spa. Mr. Chaudhry has applied for the owner operator collector of the tax position, is a 15 year resident and is registered to vote in Collier County.

Councilor Larry Sacher. The City of Marco Island has approved that Councilor Sacher's term be extended until October 21, 2016.

As of the date of this agenda item, we have not received the City of Naples appointment to their vacancy on the TDC.

Staff requests that the TDC discuss all the applicants and make a recommendation for each of the open positions. We need one recommendation for the Owner/Operator position, one for the Non-

Owner Operator position and acceptance of the recommendations from the City of Marco Island. These recommendations will be forwarded to the County Commission for final appointment.

RECOMMENDATION: Staff requests a recommendation for three of the four expiring openings on the TDC. The City of Naples vacancy will come to the TDC when that appointee's name is received.

SUBMITTED BY: Jack Wert, Tourism Director

Attachments: Applications, Backup Material

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/14/2016 4:08:42 PM.

Name: Russell Burland **Home Phone:** 239-784-9066

Home Address: 148 Palmetto Dunes Circle

City: Naples **Zip Code:** 34113

Phone Numbers

Business: 239-261-8164

E-Mail Address: rburland@napleshistoricalsociety.org

Board or Committee: Tourist Development Council

Category: Not indicated

Place of Employment: Naples historical Society

How long have you lived in Collier County: more than 15

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? Yes

Naples Historical Society is a 501c3 not for profit organization who's mission is dedicated to preserving Naples history and heritage for the community and future generations to enjoy

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? Yes

Transportation committee in the middle 1990's.

Please list your community activities and positions held:

A. Greater Naples Chamber of Commerce, Sr. Vice President B. Naples Historical Society, Education Manager C. Committee Member - Economic Recovery Task Force / Collier County Artificial Reef Project D. Economic Development Council - Retention and Membership committees as Co Chair E. Board of Directors - Marine Industries Association of Collier County F. Board of Trustees - East Naples Civic Association G. Greater Naples YMCA - Coach H. Parochial School Building Capital Campaign

Education:

University of South Florida Leadership Collier

Experience / Background

Re: Tourist Development Council Advisory Board Opening Dear Committee: It is with a sense of great enthusiasm that I submit my name as a candidate for the Tourist Development Council Advisory Board Opening. I do this after thoroughly weighing the duties and responsibilities as enumerated in your online description and comparing them to my existing knowledge of the position, skill set, work and personal history, particularly as it pertains to the Greater Naples area. It is my desire that you will share my belief and be convinced of my ability to meet and exceed any duties and special tasks assigned me during my time on this Board. I am a local resident. I have the rare ability and availability to "hit the ground running" with my business and not for profit experience, business acuity and community involvement. The timing could not be better for the TDC and myself. As an experienced management professional, I have a demonstrated track record of start-ups, growth and P&L management for two corporations in diverse markets of corporate memberships, transportation, shipping logistics and marketing not only in Collier County but throughout the country. I have a finely honed strategic sense that makes me an innovative value-added solution-provider, combined, with the ability to efficiently make decisions. In addition, I have a strong commitment and work ethic to all of my endeavors, having contributed my talents for the last 20-plus years interacting with various levels and functions of for-profit interests, not-for-profit boards, government and private citizens of the County. I also have the open-mindedness to build and maintain gainful relationships with their

customers/members and penetrate key markets. To summarize, my “impact player” experience is extensive and diverse— from new business start up to establishing successful commercial operations. I am a proficient all-around management practitioner with a highly applicable background and exceptional leadership, communication, presentation, and team-building skills. I would be most exhilarated to bring my “consistent and steady hand” of leadership to the Tourist Development Council in the capacity of committee member. Thank you for your time and consideration. Sincerely, Russell Burland ***** Additionally ***** Russell Burland has served as Senior Vice President for The Greater Naples Chamber of Commerce. Mr. Burland’s responsibilities included all advertising products, member services, monthly Business After Five™ and Accelerated Networking Luncheon™ for The Chamber’s more than 1,800 business membership. His responsibilities included member recruitment, retention, advertising opportunities, senior management of The Chamber’s Visitor Information Center and special projects. He attended University of South Florida and is a proud graduate of the Leadership Collier™ “Silver” Class of 2014. Mr. Burland has a long history in Naples, arriving here in 1973 when the family business, Mars Signal Light Company, moved to Collier County— becoming the area’s first manufacturing facility according to the Naples Area Chamber of Commerce. Mars Signal Light Company was a Charter Member of the EDC and Mr. Burland served on EDC committees. (See accompanying article) He has been actively involved in the local business community since 1982, having served on many committees, “task forces”, public safety panels and volunteered for local philanthropic events; Including local Economic Development Business Organization, Membership Committee, Existing Industry Committee and invited to serve on the Fundraising Committee as Co–Chair. Additionally, he has served as investor, shareholder and President & CEO of a privately held Naples-based Transportation Company, Area Sales Manager of a national freight shipping company and Director of a national third party freight logistics company. He has expertise in strategic planning, new business startup, market plan execution, capital asset oversight, cost containment, budgeting/finance, customer service and staff training, supervision. A hands-on participant in community affairs, Mr. Burland has served on the Finance and Capital Campaign Committees for a local parochial school, as a volunteer soccer and basketball coach for the YMCA and has been guest speaker to local nonprofit and service clubs.

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/20/2016 7:04:06 AM.

Name: Albert M. Katz **Home Phone:** 239-403-3916

Home Address: 3100 Gulfshore Blvd. N.; Apt. 403

City: Naples **Zip Code:** 34103

Phone Numbers

Business: NA

E-Mail Address: Rkatz9500@comcast.net

Board or Committee: Tourist Development Council

Category: Not indicated

Place of Employment: Retired Executive

How long have you lived in Collier County: more than 15

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Not Indicated

Please list your community activities and positions held:

Moorings Property Owners Assoc. - Past President Moorings Bay Citizen Advisory Comm. -
Current Chair Save The Bays - Past Board of Directors Member Volunteer - 15 years - Rookery
Bay Volunteer - 19 years - Conservancy of SW Florida Volunteer - 10+ years - Avow Hospice
Volunteer - 4 years- Naples Sail & Power Squadron- Boating safety instructor

Education:

Franklin & Marshall College; BA- Economics 1962 Wayne State University; MA- Economics
1964 University of Maryland; Advanced Phd Course Work in Economics

Experience / Background

Advertising Experience: I started an auto repair sub franchise (Precision Tune Auto Care) for the
State of Maryland and built it into a 23 retail store system over a period of 35 years. Among the
many responsibilities was the development & overall supervision of the regional advertising co-
op for the franchisees. At its peak, this co-op spent upwards of \$1 million annually on local and
regional advertising. More specifically, my involvement was: Agency Experience: * Develop
criteria for competitive agency selection including specific bidding procedures * Develop
evaluation criteria of various bids * Compare agency market stratification including
demographic target audiences for various campaigns * Work with selected agencies to create
optimal media mix including T.V., radio, Print, Brochures, Billboards and special events *
Generate input for agency presentations & vote on the hiring and firing of agencies Beach
Renourishment Experience As a member of the MBCAC for the past 10 years and Chairman for
the past 6 years, I have been involved with Collier County in the dredging and maintenance of
Doctors Pass and its approaches. This includes: * Reviewing with County officials - specifically
Gary McAlpin, engineering criteria and drawings relating to quantities of sand to be removed *
Reviewing placement of sand on the beach, north and south of Doctors Pass. I have done this for
the past 3 dredgings * Review engineering for the maintenance of the north and south groins at
Doctors Pass

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/14/2016 1:59:58 PM.

Name: Nancy H. Kerns **Home Phone:** 230-821-5208

Home Address: 4711 West Blvd.

City: Naples **Zip Code:** 34103

Phone Numbers

Business: 239-434-8505

E-Mail Address: nancyhkerns@gmail.com

Board or Committee: Tourist Development Council

Category: Not indicated

Place of Employment: Classic Chamber Concerts

How long have you lived in Collier County: 5-10

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

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Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Not Indicated

Please list your community activities and positions held:

City of Naples Code Enforcement Board Member since 2015 5th Avenue Events Committee
Member since 2013 Collier Citizens Council Member since 2013 Park Shore Fundraising
Committee Member since 2013 Volunteer Baker Park Fundraising Committee since 2013
Volunteer Naples Players Committee since 2015 Collier County ID Theft Task Force - 2014 The
Greater Naples Chamber of Commerce Volunteer - 2009 - 2010 RSVP, Retired Senior Volunteer
Program - Board Member - 2010 - 2012

Education:

Kelley School of Business Bachelor of Science, Business Administration, 1981

Experience / Background

Administrative Director - Classic Chamber Concerts - 2014 - Present. I promote the seasonal
concerts held at the Sugden Theatre on 5th Avenue along with Administrative duties. Greater
Naples Chamber of Commerce, Manager, Visitor Information Center - 2010 - 2013. I promoted
tourism in Collier County by coordinating consistent information to all visitor centers in
conjunction with the Convention and Visitors Bureau. This position afforded me the opportunity
to visit and learn about tourism activities in Naples, Marco Island, Everglade City and
Immokalee. I have been active with the Business Improvement District for 5th Avenue since
2013. I help organize, promote and put on the major events on 5th Avenue. This is a paid
position during the 4th quarter. I volunteer my time throughout the rest of the year. My husband
and I had our own business for fifteen years. Prior to that I held various sales and marketing
positions. I am active in the community and follow tourism through the monthly TDC meetings.
I would like to be on the TDC to help make sure Tourist Development Tax dollars are allocated
in the best possible way to promote tourism.

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/16/2016 1:12:35 PM.

Name: James E Moon **Home Phone:** 239-398-6553

Home Address: 1260 Diana Avenue

City: Naples **Zip Code:** 34103

Phone Numbers

Business: 239-690-5065

E-Mail Address: jmoonesq@aol.com

Board or Committee: Tourist Development Council

Category: citizen at large

Place of Employment: QPWB Law

How long have you lived in Collier County: more than 15

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? Yes

City of Naples Code Enforcement Board (current chair) served on the board 9 years.

Please list your community activities and positions held:

Naples Code Board - chairman; Multiple charities and volunteer activities Historical Society Pro
 Bono Legal Clinic

Education:

Bachelor Arts - Intl. Relations/Political Science Master Arts - Political Leadership J.D. Law
 LL.M. - International Law/Finance Certified in Risk Management Certified in Compliance

Experience / Background

Complex Business and Commercial attorney with a strong emphasis on hospitality/travel law and professional negligence representation. Frequent author of articles relevant to the industry on legal updates relevant to the industry, tourism risk management, eco tourism, and the sharing based economy such as Uber and Lyft. Speaker at Hospitality/Travel Seminars on various legal topics and risk management of travel/tourism related matters. Serve on the Defense Institute Hospitality/Travel Committee Leadership, Serve as the American Bar Association Florida Chairman for Travel/Leisure, Serve on Claims Management Organization Travel/Hospitality Committee. Familiar with the role of the TDC and its purpose in the County/City through my previously having run as a Naples City Council Candidate. References can be provided on request.

Advisory Board Application Form

March 28, 2016
New Business 7-g
12 of 16

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 12/1/2015 10:46:21 AM.

Name: Home Phone:

Home Address:

City: Zip Code:

Phone Numbers

Business:

E-Mail Address:

Board or Committee:

Category:

Place of Employment:

How long have you lived in Collier County:

How many months out of the year do you reside in Collier County:

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)?

Do you or your employer do business with the County?

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board?

 No Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee?

 Yes

Collier County School Board Collier County Planning Commission Tourist Development Council Citizens Search Committee for County Manager Sheriff's Advisory Committee

Please list your community activities and positions held:

Collier County School Board, Member Collier County Planning Commission, Commissioner Tourist Development Council Wyndemere Country Club, President & Board member Physicians Regional Hospital, Chairman & Trustee Immokalee Child Care Center Foundation, Board member Cleveland Clinic, Former Board Member Served as Commissioner of Police Merrillville IN Rotary International

Education:

Univ. Oklahoma Graduate School Commercial Lending Univ. Wisconsin Graduate School of Banking Purdue University Graduate Leadership Collier Graduate American Institute of Banking Licensed Florida Realtor

Experience / Background

51 years in banking administration 30 years of which were in Collier County. Active in a multitude of civic, charitable and community activities.

Under Florida Law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by telephone or in writing.

Advisory Board Application Form

Collier County Government
3299 Tamiami Trail East, Suite 800
Naples, FL 34112
(239) 252-8400

Application was received on: 3/22/2016 6:24:18 PM.

Name: Mac Chaudhry **Home Phone:** 239-571-2106

Home Address: 1476 Honeysuckle Ave

City: Marco Island **Zip Code:** 34145

Phone Numbers

Business: 239-642-2106

E-Mail Address: mac.chaudhry@hilton.com

Board or Committee: Tourist Development Council

Category: Not indicated

Place of Employment: Hilton Marco Island Beach Resort and Spa

How long have you lived in Collier County: more than 15

How many months out of the year do you reside in Collier County: I am a year-round resident

Have you been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? No

Not Indicated

Do you or your employer do business with the County? No

Not Indicated

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with which you are affiliated benefit from decisions or recommendations made by this advisory board? No

Not Indicated

Are you a registered voter in Collier County? Yes

Do you currently hold an elected office? No

Do you now serve, or have you ever served on a Collier County board or committee? No

Not Indicated

Please list your community activities and positions held:

*Past President of Marco Island Chamber of Commerce. *Board Member Hospitality Division Florida Gulf Coast University. *Board of Director Collier County Lodging Association. * Board Member Leadership Collier Foundation by Naples Chamber of Commerce. *Member of Island advisory committee.

Education:

* Graduated Bachelor of Arts * Hotel and Resort Management Graduate * Graduate Leadership Collier Class of 1996 * Graduated two Dale Carnegie Courses * Multi Language Education

Experience / Background

* 8 years with Meridian Hotels * 4 years with Marriott Hotels * 23 years with Hilton Marco Island

**CITY OF MARCO ISLAND
RESOLUTION 16-31**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MARCO ISLAND, FLORIDA, EXTENDING COUNCILOR
LARRY SACHER'S TERM ON THE COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL**

WHEREAS, the Collier County Tourist Development Council (TDC) makes recommendations to the Collier County Board of Commissioners for the effective operation of special projects and the use of tourist development tax revenues; and

WHEREAS, the nine member council consists of three elected officials from the Board of County Commissioners, the City of Naples, the City of Marco Island, and four tourism industry owner/operators; and

WHEREAS, Councilor Larry Sacher's four-year term as the City of Marco Island representative expires on April 21, 2016.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Marco Island, Florida that:

Section 1. The above recitals are true and correct and incorporated herein.

Section 2. The Marco Island City Council approves the extension of Councilor Larry Sacher's term on the TDC until October 31, 2016.

Section 3. This resolution shall take effect immediately upon its adoption.

Passed in open and regular session of the City Council of the City of Marco Island, Florida, this 21st day of March, 2016.

Attest:

CITY OF MARCO ISLAND, FLORIDA

Laura Litzan
City Clerk

BY: _____
Robert C. Brown, Chairman