



TDC MEETING MINUTES

May 14, 2015

Commissioner Brian Hamman called the meeting to order at 9:00 a.m. and led the Pledge of Allegiance. Council members in attendance: Jeff Webb, René Affourtit, Mayor Kevin Ruane, Fran Myers, Colleen DePasquale and Rob Wells. Bill Waichulis, Councilman Forrest Banks, Pamela Cronin and Tony Lapi were excused.

Mayor Kevin Ruane made a motion, seconded by René Affourtit to approve the TDC Meeting Minutes of April 10, 2015. The motion passed unanimously.

Public to be Heard

- Beth Oliver, Director of Marketing, Offshore Sailing School announced the opening of their 8th location in NY/NJ on Thursday, May 21st, they will be showcasing their 50th anniversary sail that also have the Beaches of Fort Myers & Sanibel brand.
- Jack Carver, Florida RV Trade Association announced a successful RV season with over 20,000 people that attended shows in 7 counties. They will have their Annual RV Convention this September at Sanibel Harbour Resort & Spa with over 500 people attending from both state and nation.

Municipalities to be Heard

- Judi Zimomra, City Manager of Sanibel, shared a positive review from trip advisor of a town called Tybee Island in comparison to Sanibel. Judi thanked the TDC for the beach and shoreline workshop held a couple weeks ago.
- Billy Mitchell, City Manager, Don Paight, Executive Director for Fort Myers Redevelopment Agency, Councilman Mike Flanders and Saeed Kazemi, Public Works Director presented the City of Fort Myers' Curved Pier project to the TDC requesting funding for the floating docks.

VCB Executive Director's Report

- Tamara Pigott reported that the preliminary bed tax collections for the month of March 2015 were \$7,656,657, a 9.0% increase over the preliminary collections in March 2014.
- STR Report – Occupancy for March was up 0.7%, ADR increased by 11.9% and RevPAR was up 12.7%. Lee County experienced a 13.9 % increase in Room Revenue while Available Rooms increased by 1% and Rooms Sold were up by 1.7%.
- RSW Report – Total Passenger count of 1,147,059 for March 2015, an increase of 3% over March 2014 and the best month on record.
- Marcia Wood, DPA gave the 1st quarter research report for the 2015 winter season. The Beaches of Fort Myers & Sanibel hosted about 1.40 million visitors who spent an estimated \$1.13 billion while visiting. Visitors staying in paid accommodations spent an estimated \$823 million (73 percent of the total). Lee County's lodging industry experienced year-over-year increases in average occupancy rate and average daily rate for the season, producing sizeable growth in revenue per available room (RevPAR).

New Business

- Nancy MacPhee presented the beach and shoreline funding and legislative findings to TDC.
- Rob Wells made a motion, seconded by Mayor Kevin Ruane to approve and formalize FY 2015-16 Beach & Shoreline Funding for 25 projects totaling \$9.7 million. The motion passed unanimously. There were also 8 legislative findings as follows:
 - René Affourtit made a motion, seconded by Rob Wells to approve the Beach & Shoreline Erosion Survey project submitted by the City of Sanibel with the legislative finding that this project is directly related to tourism and furthers the purpose of promoting tourism. The motion passed unanimously.
 - Mayor Kevin Ruane made a motion, seconded by René Affourtit to approve the Matlacha Bat House Park project submitted by Lee County Facilities Construction Management with the legislative finding that this project is directly related to tourism and furthers the purpose of promoting tourism in Lee County. The motion passed unanimously.
 - René Affourtit made a motion, seconded by Mayor Kevin Ruane to approve the Bay Park North Beach Park project submitted by the City of Bonita Springs with the legislative finding that this project will promote tourism within the county. The motion passed unanimously.
 - Rob Wells made a motion, seconded by Fran Myers to approve the Mound Key Site Improvements project submitted by the Friends of Koreshan State Historic Site with the legislative finding that the floating dock portion of this project request promotes tourism. The motion passed unanimously.
 - René Affourtit made a motion, seconded by Fran Myers to approve the Koreshan Activity Pavilion project submitted by the Koreshan State Historic Site with the legislative finding that this is a beach park facility and that this project is directly related to tourism and furthers the purpose of promoting tourism in Lee County. The motion passed unanimously.
 - Rob Wells made a motion, seconded by Mayor Kevin Ruane to approve the Cayo Costa Restroom project submitted by Gasparilla Island State Park with the legislative finding that a restroom is a beach park facility that directly relates to tourism and furthers the purpose of promoting tourism in Lee County. The motion passed unanimously.
 - René Affourtit made a motion, seconded by Fran Myers to approve the Lighthouse Fishing Pier repairs project submitted by the City of Sanibel with the legislative finding that rod holders are directly related to and promotes tourism. The motion passed unanimously.
 - Fran Myers made a motion, seconded by Mayor Kevin Ruane to approve the Truck & Trams project submitted by Lovers Key State Park with the legislative finding that this project is directly related to tourism and furthers the purpose of promoting tourism in Lee County. The motion passed unanimously.

Report of the Sports Development Executive Director, Jeff Mielke

- Jeff Mielke, Lee County Sports Development, reported a steady first three months of 2015, with a total of 20,567 room nights and \$7.5 million in direct spending. This included 23 sporting events.

For Council Information

- Tamara Pigott, VCB stated that she gave a presentation to Martin County TDC on Wednesday, May 13th and had the opportunity to see how another TDC meeting is conducted. She thanked the TDC and industry partners for their support and engagement with the VCB.

TDC Member Items

- Rob Wells encouraged our partners to tell their friends and hoteliers to come to the TDC meetings once a month as they are very beneficial and can assist in the decision making process.
- Fran Myers deferred to Ben Siegel, RSW administration to give an airport report to the TDC. He spoke about the inaugural flight to San Juan, Puerto Rico and said that they had a great reception. Sun Country announced they will have service on Thursday and Sundays to/from San Juan, Puerto Rico all year long as well as beginning service to/from Cancun, Mexico. The airport is on pace for a record year and thanked everyone for their hard work and marketing efforts.
- Jeff Webb reminded everyone of the LCHA monthly meeting that will be held Thursday, May 28th at noon at The Westin Cape Coral. The speaker will be Commissioner Brian Hamman. Tickets are available on the LCHA website.

The meeting adjourned at 10:21 a.m. The next regular meeting of the TDC is scheduled for **Thursday, June 11, 2015 at 9 a.m. at Lee County Admin East, Conference Room #118, 2201 Second Street, Fort Myers, 33901.** *All reports are included with Minutes on file at the VCB and available at www.leevcb.com.*