

**AGENDA**

**Thursday, December 13, 2018 at 3:00 p.m.  
Pink Shell Beach Resort & Marina  
275 Estero Blvd, Fort Myers Beach, FL 33931**

**Estimated  
Time  
  
(Minutes)**

- |  |           |
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| <b>I. Call to Order</b>  |           |
| <b>II. Pledge of Allegiance</b>  |           |
| <b>III. Roll Call</b>  |           |
| <b>IV. ⇨ Approval of November 15, 2018 TDC Meeting Minutes</b>   | <b>5</b>  |
| <b>V. Public to be Heard</b>   | <b>5</b>  |
| <b>VI. Municipalities to be Heard</b>  | <b>5</b>  |
| <b>VII. Report of the Executive Director, Tamara Pigott</b>  | <b>20</b> |
| <b>a. Bed Tax Collection</b>   |           |
| <b>b. STR Report</b>   |           |
| <b>c. Airport Traffic</b>  |           |
| <b>d. VCB Performance Indicators</b>   |           |
| <b>e. Marketing Update, Brian Ososky</b>   |           |
| <b>VIII. Report of the Sports Development Executive Director, Jeff Mielke</b>                                | <b>10</b> |
| <b>IX. New Business</b>  | <b>15</b> |
| ⇨ <b>a. Appoint TDC Vice Chair</b>   |           |
| ⇨ <b>b. Approve 2019 TDC Meeting Dates, Tamara Pigott</b>  |           |
| ⇨ <b>c. Approval of FY19 Sales &amp; Marketing Plan</b>  |           |
| ⇨ <b>d. Out-of-Cycle Beach &amp; Shoreline Funding Request, Cayo Costa Tram, Barrier Island Park Society</b> |           |
| <b>X. For Council Information</b>  |           |
| <b>XI. TDC Member Items</b>  |           |
| <b>XII. Adjourn</b>  |           |

⇨ **Denotes Action Item**

**Please Note:** The next meeting of the Tourist Development Council will be held on Thursday, January 10, 2019 at 9 a.m. at Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.