



Friday, March 15, 2019 at 9:00 a.m.
Lee County Admin East, Conference Room #118
2201 Second Street, Fort Myers, FL 33901

**Estimated
Time
(Minutes)**

- I. Call to Order**
- II. Pledge of Allegiance**
- III. Roll Call**
- IV. ⇨ Approval of February 14, 2019 TDC Meeting Minutes**
- V. Public to be Heard** **5**
- VI. Municipalities to be Heard** **5**
- VII. Report of the Executive Director, Tamara Pigott** **20**
 - a. Bed Tax Collection**
 - b. STR Report**
 - c. Airport Traffic**
 - d. Marketing Update, Brian Ososky**
- VIII. Special Presentation** **20**
 - a. Hotel Industry Overview, Emmy Hise, Consulting & Analytics, STR**
- IX. New Business** **25**
 - ⇨ **a. Formalize Events Marketing program guideline changes, Nancy MacPhee**
 - ⇨ **b. Formalize Attraction Marketing program guideline changes, Nancy MacPhee**
 - ⇨ **c. Matanzas Pass Preserve funding request, Jesse Lavender**
- X. For Council Information**
- XI. TDC Member Items**
- XII. Adjourn**

⇨ **Denotes Action Item**

The next TDC meeting will be held on Thursday, April 11, 2019 at 9 a.m. at the Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.