



**INDIAN RIVER COUNTY  
BOARD OF COUNTY COMMISSIONERS  
TOURIST DEVELOPMENT COUNCIL AGENDA  
WEDNESDAY, DECEMBER 5, 2018 @ 2:00 P.M.**

Councilmember Linda Kinchen – City of Sebastian  
Councilmember Harry Howle – City of Vero Beach  
Jennifer Bates – Owner/Operator Tourist Accommodations  
Will Collins – Owner/Operator Tourist Accommodations  
Keith Kite – Owner/Operator Tourist Accommodations  
Amanda Smalley – Interested in Tourist Development, Not an Owner/Operator  
Steve Hayes – Interested in Tourist Development, Not an Owner/Operator  
Karen Mechling – Interested in Tourist Development, Not an Owner/Operator

**Indian River County Commissioner Susan Adams, District 1, Chairman**

County Commission Chamber, County Administration Building A  
1801 27<sup>th</sup> Street, Vero Beach, Florida 32960

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1. Call to Order
  2. Pledge
  3. Additions or Deletions to the Agenda
  4. Approval of Minutes – August 22, 2018
  5. Tourist Tax Revenues Update – Kristin Daniels, Director, Management & Budget
  6. MLB Dodgertown Update – Jason Brown, County Administrator
  7. Indian River Chamber of Commerce Post Red Tide Marketing Update – Allison McNeal,  
Tourism Director
  8. Centennial Celebration Update – Marty Smithson, Sebastian Inlet Tax District
  9. Other Matters:
    - a. 2019 Meeting Dates
    - b. Discussion & Update on Vacation Rental Policies & Procedures
  10. Adjournment

**Next Scheduled Meeting: Wednesday, March 20, 2019 at 2:00 p.m.**

Except for those matters specifically exempted under State Statute and Local Ordinance, the Committee shall provide an opportunity for public comment prior to the undertaking by the Committee of any action on the agenda. Public comment shall also be heard on any proposition which the Committee is to take action which was either not on the agenda or distributed to the public prior to the commencement of the meeting.

Anyone who may wish to appeal any decision which may be made at this meeting will need to ensure that a verbatim record of the proceedings is made, which includes the testimony and evidence on which the appeal is based. Anyone who needs a special accommodation for this meeting must contact the County's Americans with Disabilities Act (ADA) coordinator at 772-226-1223 at least 48 hours in advance of the meeting.

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## MEMORANDUM

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**DATE: DECEMBER 5, 2018**  
**TO: ALL MEMBERS**  
**FROM: OFFICE OF THE BOARD OF COUNTY COMMISSIONERS**  
**RE: TOURIST DEVELOPMENT COUNCIL (TDC)**

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Here is the 2019 schedule of Tourist Development Council (TDC) meeting dates. These meetings will be held quarterly on the third Wednesday of the month at 2:00 p.m. in the Commission Chambers of the County Administration Building "A", 1801 27<sup>th</sup> Street, Vero Beach, Florida.

\*\*March 13, 2019  
June 19, 2019  
September 18, 2019  
December 18, 2019

Please contact Misty L. Pursel in the Commission office at (772) 226-1442, if you have any questions.

**\*\*Due to scheduling conflicts, meeting will be held on second Monday of the month.**

## **TOURIST DEVELOPMENT COUNCIL**

The Indian River County (IRC) Tourist Development Council (TDC) met on Wednesday, August 22, 2018, at 2:00 p.m. in the Commission Chambers of the County Administration Building, 1801 27<sup>th</sup> Street, Building A, Vero Beach, Florida.

You may hear an audio of the meeting; review the agenda and the minutes on the IRC website: <http://www.ircgov.com/Boards/TDC/Index.htm>

### **Members Present were:**

**Chairman Susan Adams**, Indian River County Commissioner, District 1

**Jennifer Bates**, Owner/Operator Tourist Accommodations Appointee (via telephone conference)

**Will Collins**, Owner/Operator Tourist Accommodations Appointee

**Steve Hayes**, BCC Appointee

**Harry Howle, III**, Councilmember, City of Vero Beach

**Linda Kinchen**, Councilmember, City of Sebastian

**Keith Kite**, Owner/Operator Tourist Accommodation Appointee

**Karen Mechling**, Interested in Tourist Development not an Owner/Operator

**Amanda Smalley**, Interested in Tourist Development not an Owner/Operator

### **Members Absent were:**

None

### **Others Present were:**

**Allison McNeal**, Tourism Director, Indian River Chamber of Commerce

**Dori Stone**, Director, Indian River Chamber of Commerce

**Nicole Holbrook**, Tourism Director, Sebastian River Area Chamber of Commerce

**Beth Mitchell**, President/CEO, Sebastian River Area Chamber of Commerce

**Barbara Hoffman**, Executive Director, Cultural Council of Indian River County

### **Interested Parties in Attendance (from Sign-In Sheet):**

Laura Moss

Kevin Greene

Britney Melchiori

### **Indian River County Staff Present were:**

**Jason Brown**, County Administrator

**Dylan Reingold**, County Attorney

**Mike Smykowski**, Director, Management and Budget, Indian River County

**Lisa Hill**, Recording Secretary

### **Call to Order**

Chairman Adams called the meeting to order at 2:00 p.m. and noted a quorum of members in attendance. Chairman Adams led the Committee and audience in the Pledge of Allegiance.

## **Additions or Deletions to the Agenda**

No changes to the agenda were requested.

## **Approval of Minutes from the May 18, 2018, TDC Meeting (Action Item)**

**ON MOTION BY Mr. Hayes, SECONDED BY Ms. Smalley, the Members voted unanimously (8-0) to approve the May 18, 2018, meeting minutes as presented.**

## **Tourist Tax Revenues Update**

Mike Smykowski, Director, Management and Budget, presented an update on the Tourist Tax revenues reported for 2018. A copy of the Tourist Tax Revenue Report is on file in the Board of County Commissioners Office. Mr. Smykowski advised the FY 2018/2019 revenues continued to be up over the previous two years with March 2018 showing an increase of 22% over March 2017. There was a decrease in the April revenue, however, May and June were well above the projected amount. He noted as of the end of June, the revenues were \$50,000 under the amount budgeted for the entire fiscal year. He speculated some of the tourism had been coming to Indian River County instead of St. Lucie and other areas because of algae bloom problems.

## **Presentations:**

### **1. Indian River County Chamber of Commerce – Allison McNeal**

Ms. McNeal provided an overview of the tourism efforts undertaken by the Indian River County Chamber of Commerce in promoting tourism. A PowerPoint presentation was provided by Ms. McNeal, which is on file at the Board of County Commission office. Ms. McNeal provided information from Smith Travel Research supporting the increase in tourism for Indian River County. She reviewed the efforts made with targeted ads for in-state destination marketing, media articles in various magazines, websites, search engines, and social media. Two media events occurred without expense, included the Coastal Living Happiest Seaside Town Survey and the recent six-week run of Major League Fishing on CBS Sports. Ms. McNeal outlined the upcoming efforts to be undertaken in the 2018-2019 fiscal year which were outlined in a Media Plan on file in the Board of County Commission office.

In response to discussion regarding the impact to tourism in the area from the algal blooms and red tide issues in Florida, Ms. McNeal stated the Chamber had been proactive in sharing the area around Vero Beach and Indian River County had not been affected by either. She added some visitors were coming to this area instead of the areas of Florida affected by the red tide and blue-green algae.

### **2. Sebastian River Area Chamber of Commerce – Nicole Holbrook**

Ms. Holbrook, Tourism Director, Sebastian River Area Chamber of Commerce, presented a PowerPoint presentation to the Council, demonstrating the Tourism measures taken in the previous calendar year, as well as what was being worked on for the upcoming year. A copy of the presentation was on file in the Board of County Commissioners Office. Ms. Holbrook noted the Sebastian Visitors Center received certification as a Visit Florida site.

Ms. Holbrook discussed the increase in visitors since the visitor counters had been installed, advising a second counter had been added. A new 2018 Visitor's Guide was available, paid through advertisers and a new video had been completed through a grant received from Visit Florida. The video included a one- minute teaser. For the upcoming year, the new video would be promoted, updates would be made to the website, a retargeted campaign, and a mural project were slated for completion. The Indian River County's Artificial Reef Program would be promoted with an interactive reef guide for fishermen, boaters and scuba divers. The new Trans Florida Central Railroad Trail would also be promoted along with the upgraded FIT fitness facility.

### **Reserve Fund Policy Discussion**

The Council members discussed the percentage currently required to be set aside in the budget for the reserve fund, per the policy, was 30 percent; the same as what was required of the ad valorem revenue. It was noted some of the reserve funds were utilized during the recent recession to keep up with some of the tourism promotion efforts. Jason Brown, County Administrator, explained how the tourism revenue budget was segmented to fund the required efforts of tourism promotion, beach projects and the bond payment for Dodgertown. He advised under each of the sections, there was a reserve fund which was about \$281,000. The members discussed whether this was a sufficient amount of funding and whether it would be appropriate to reserve 40% of the revenue and allow for the funding special projects if there was an amount in excess of the reserve and a project was presented outside of the regular budgetary review schedule. Mr. Brown advised the 30 percent was set aside each year and the amount was added to the previous balance.

The Council was in agreement with the current policy; 30 percent be set aside in reserves with a balance funding two years of tourism efforts would be appropriate.

### **Other Matters**

Ms. Dori Stone was introduced and welcomed as the new President of the Indian River County Chamber of Commerce.

Ms. McNeal advised she had been working with Eric Menger, Director of the Vero Beach Airport on the marketing plan for the airport. She stated more information on the special project would be brought forward at future TDC meetings.

### **Next Meeting Date**

The next Tourist Development Council meeting will be held on **Wednesday, December 5, 2018, at 2:00 p.m.**

### **Adjournment**

There being no further business, the meeting adjourned at approximately 3:11 p.m.