

TOURIST DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Tourist Development Council (TDC) on Wednesday, September 16, 2009, at 2:00 p.m. in the Commission Chambers of the County Administration Building, 1801 27th Street, Building A, Vero Beach, Florida.

Present were **Chairman Wesley S. Davis**, County Commissioner; **Jon Bates**, Owner/Operator Tourist Accommodations; **Councilmember Debra Fromang**, Vero Beach Municipal Officer; **Sheryl Koenes**, Owner/Operator Tourist Accommodations Appointee; and **Daniel Fourmont**, **Susan Hunt** and **Mayor Susan Adams**, Interested in Tourist Development Appointees.

Absent was **Vice Mayor Jim Hill**, Sebastian Municipal Officer; **Kathryn Beatty-Self**, Owner/Operator Tourist Accommodations Appointee (both excused).

Also present were IRC Staff: Jason Brown, Office of Management and Budget Director; and Misty L. Horton, Commissioner Assistant, District 1.

Others present: Penny Chandler, Indian River Chamber of Commerce; Tom Colucci and Rich Nalbandian, Treasure Coast Sports Commission; Mary Jayne Kelly, Cultural Council and Charlie Wilson, Interested party.

Call to Order

Jason Brown, Office of Management and Budget Director advised of Chairman Davis' anticipated delay in attending this meeting and called the meeting to order at 2:15 p.m.

Tourist Tax Revenues Update

Mr. Brown provided a brief overview of the Tourist Tax Report of April 2009, a copy of which is on file in the Commission Office. He noted year-to-date through July the revenues were running approximately 15 percent under last year's revenue level for tourist tax collection; approximately \$196,000 below the year-to-date number. He commented this impact was due to the slow economy.

Chairman Wesley S. Davis arrived at 2:20 p.m.

Mr. Brown advised this report was through August; however, the latest numbers were revenues for July. He mentioned the balances were decreasing; the expenditures and revenues were below budget.

Mr. Brown reported 1.5 cents out of the total 4 cents went to beach renourishment; wherein a lot of dollars have not been spent this fiscal year. However, the Sector 3 beach renourishment project was moving forward next fiscal year and a considerable amount of dollars would be expended.

Mr. Brown said next year's revenues were anticipated and budgeted for basically similar levels to this year's revenues with hope once minor league baseball's season gets going with activity at Dodgertown, the revenues could be a little bit better.

Additions or Deletions to the Agenda

ON MOTION BY Mayor Adams, SECONDED BY Councilmember Fromang, the members voted unanimously (7-0) to approve the September 16, 2009 agenda with no additions or deletions, as submitted.

Approval of Minutes of the May 20, 2009 Meeting

ON MOTION BY Mayor Adams, SECONDED BY Councilmember Fromang, the members voted unanimously (7-0) to approve the February 18, 2009 meeting minutes as submitted.

Chamber 2010 Presentation

Mrs. Penny Chandler, President, Indian River County Chamber of Commerce provided packets entitled "Shout about Indian River County", a copy of which is on file in the Commission Office and described its contents to include Bed Tax Revenues, Potential 2010 Partner Co-Ops, 2010 Tourism Marketing Plan and Situation Analysis. She advised this packet was provided to partners in the visitor industry.

Due to technical difficulties, a video portion embedded in the PowerPoint presentation did not display.

Discussion on Grant Rating Sheets (2:08)

Mr. Brown referred to the rating sheet provided in the agenda backup and mentioned the point system was initially structured in 2002 like state grants with each agency had a certain number of points awarded by the various members of Tourist Development Council and the agency with the most points received funding until all the money was allocated. He reminded the Council problems arose when agencies not getting any funding; hence the desire to revise the system.

Mr. Brown advised the total points awarded were assigned for each applicant; divided by the total available points awarded. He further explained should an agency receive 90 percent of the available points, they were eligible for 90 percent of what was requested.

Discussion was held regarding the rating process and possible alternatives.

ON MOTION BY Mrs. Hunt, SECONDED BY Mr. Fourmont, the members voted unanimously (7-0) to revise the rating process as follows:

- **Combine packet with presentation as one category for a total of 10 points;**
- **Program Impact on Tourism (direct/indirect), indicating previous funding results, for a total of 60 points;**
- **Effective / Efficient use of dollars (i.e., is it direct costs of program or administrative salaries) for a total of 30 points. (3:38)**

Discussion ensued regarding the County non-profit funding policy requiring audits and the expense involved.

With no further business, the meeting adjourned at 4:25 p.m.