

## **TOURIST DEVELOPMENT COUNCIL**

The Indian River County (IRC) Tourist Development Council (TDC) met on Wednesday, February 18, 2015 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 – [www.ircgov.com/Boards/PSPC/2015](http://www.ircgov.com/Boards/PSPC/2015).

### **Members Present were:**

**Chairman Joseph E. Flescher**, Indian River County Commissioner, District 2  
**Susan Adams**, Mayor, City of Fellsmere  
**Jennifer Bates**, Owner/Operator Tourist Accommodations Appointee  
**Scott DiPietro**, Owner/Operator Tourist Accommodations Appointee  
**Keith Kite**, Owner/Operator Tourist Accommodation Appointee  
**Randy Old**, Councilmember, City of Vero Beach  
**Steve Hayes**, BCC Appointee

### **Members Absent were:**

**Jim Hill**, Councilmember, City of Sebastian  
**Karen Mechling**, Interested in Tourist Development not an Owner/Operator

### **Others Present were:**

**Allison McNeal**, Tourism 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  
**Rich Nalbandian**, Assistant Executive Director, Treasure Coast Sports Commission  
**Rick Hatcher**, Executive Director, Treasure Coast Sports Commission  
**Barbara Hoffman**, Executive Director, Cultural Council of Indian River County  
**Rebecca Rickey**, Executive Director, Heritage Center

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

**Dylan Reingold**, County Attorney  
**Jason Brown**, Director, Management and Budget, Indian River County  
**Ruth Brogdon**, Commissioner Assistant

### **Call to Order**

Chairman Flescher called the meeting to order at 2:00 p.m., and requested Roll Call. With a quorum in attendance, Chairman Flescher led the pledge of allegiance.

Chairman Flescher introduced his new Commissioner Assistant and Tourist Development Council secretary, Ruth Brogdon, and welcomed new Tourist Development Council Member, Steve Hayes.

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

Chairman Flescher added an Indian River County Historical Society Update report to be presented by Ruth Standbridge.

### **Chairman Announcements**

Commissioner Flescher informed the Members that due to a glitch in the recording device there was no clear audio for the entire December 3, 2014, meeting and the transcribing secretary was not available. If anyone feels that they would like to add to the Unapproved Minutes, staff would be happy to amend the minutes accordingly. There were no requests to amend the unapproved minutes.

### **Approval of Minutes from December 3, 2014 TDC Meeting (*Action Item*)**

**ON MOTION BY Ms. Adams, SECONDED BY Mr. Hayes, the Members voted unanimously (6-0) to approve the December 3, 2014 meeting minutes.**

### **Sunshine Law Presentation**

Mr. Dylan Reingold, County Attorney, Indian River County, provided an overview of the Sunshine Law. He first provided the four requirements of Sunshine Law guidelines as follows:

1. Public Notice of the Meeting
2. Open to the Public – Opportunity to Attend
3. Public Minutes - Opportunity to Read About It
4. Public Comment – Opportunity to Be Heard

Mr. Reingold outlined some of the “Don’ts” for Board Members that are, or could be, perceived as a violation of the Sunshine Law.

1. Do not use Staff Members as a “go between.”
2. Do not delegate a point person to research an issue and convey it from one Board Member to another. This could be construed as a Subcommittee of one.

3. Do not discuss with another Board Member any issue that could reasonably, foreseeably come before the Board in the future for a vote.

Mr. Reingold provided examples of possible pitfalls that Board Members may fall into regarding violation of the Sunshine Law as follows:

1. Do not make statements like “Let’s talk about it after the meeting.”
2. Do not emphasize I have an “Open Door Policy.”
3. Do not have 2-way conversations via e-mail. E-mails are public record.  
Instead, send information with the email beginning with a highlight in bold – “Do Not Respond.”
4. Do not have inaudible conversations with fellow Board Members on the dais.
5. Be mindful of the Sunshine Law when serving on multiple boards or in multiple organizations.

Mr. Reingold asked the Members to “err on the side of openness,” that violations could be punished by a fine, and offered to be available for any questions or concerns.

### **Tourist Tax Revenues Update**

Mr. Jason Brown, Director, Management and Budget, Indian River County, presented an overview of how the Tourist Development Tax is broken down and used including a PowerPoint presentation, a copy of which is on file at the Commission Office. He explained that Indian River County has collected 4 cents on all tourist accommodations since 2001. Dodgertown receives 1 cent, Beach and Tourism receive 1.5 cents. He highlighted information contained in the Tourist Tax Revenue Report for the month of September 2014, a copy of which is on file in the Commission Office. He reported tourist tax revenues had increased for the months of October, November, and December.

### **Sebastian River Chamber of Commerce- Update**

Ms. Beth Mitchell, President/CEO, Sebastian River Chamber of Commerce, and Nicole Holbrook, Tourism Director, Sebastian River Area Chamber of Commerce, presented an update of the Sebastian Area Chamber of Commerce with a PowerPoint presentation, a copy of which is on file in the Commission office. Ms. Holbrook highlighted some of the survey results since the survey’s implementation in December, 2014. The survey is designed to help with marketing efforts. Brazil, United States and Canada are the three top countries that visit our

area. The average stay in the area is 1-3 nights, the age group is 56-70 years old, and their average budget is \$1500.

### **Indian River County Chamber of Commerce Update**

Ms. Allison McNeal, Director of Tourism, Indian River Chamber of Commerce, provided a brief update on the print and digital advertising utilized in the Fall of 2014.

### **Treasure Coast Sports Commission – Year-end Update**

Mr. Rich Nalbandian, Assistant Executive Director, Treasure Coast Sports Commission (TCSC), provided an overview of the purpose and mission of the TCSC and a PowerPoint Presentation, a copy of which is on file at the Commission Office. He then provided a summary of 1<sup>st</sup> Quarter events and highlighted on some of the upcoming events.

Mr. Rick Hatcher, Executive Director, Treasure Coast Sports Commission, stated that if the TCSC organization works with the Counties to promote and advertise other county venues and events, then County revenues will increase.

### **Cultural Council of Indian River County Update**

Ms. Barbara Hoffman, Executive Director, Cultural Council of Indian River County, highlighted some of the historical districts of the area. Ms. Hoffman informed the members that 28,000 Art & Cultural Guides had been distributed. The guides were also distributed at the annual Arts & Cultural Statewide Conference. She said that the Visitors Center is up to 20 visitors per day and there have been many repeat visitors.

### **Heritage Center Update**

Ms. Rebecca Rickey, Executive Director, Heritage Center was unable to attend meeting due to a personal matter.

### **Indian River County Historical Society**

Ms. Ruth Stanbridge, Retired, provided a brief update on the Indian River County Historical Society (IRCHS). She shared with the members that the IRCHS sees itself as the bricks and mortar protector of historical sites. She discussed the

agency's marker program and listed several sites that markers have been placed at. She informed members that there will be a soft opening for the Fisherman's Landing historical site on March 1, 2015. She emphasized that this site will be a tourist destination, and her office has received numerous inquiries regarding the site.

### **Other Matters**

There were none.

### **Public Discussion**

There were none.

### **Next Meeting Date**

The next Tourist Development Council meeting will be held on **Wednesday, May 27, 2015.**

### **Adjournment**

There being no further business, the meeting adjourned at approximately 3:57 p.m.