



TDC MEETING MINUTES

November 15, 2018

Commissioner Cecil Pendergrass called the Lee County Tourist Development Council (TDC) meeting to order at 9:03 a.m. at The Westin Cape Coral Resort at Marina Village.

Council members in attendance: John Carioscia, Colleen DePasquale, Tony Lapi, Commissioner Cecil Pendergrass, Bill Waichulis and Rob Wells. Pamela Cronin, Fran Myers, Holly D. Smith and Brian Kramer were excused.

Tony Lapi made a motion to approve the Oct. 11 TDC meeting minutes. Colleen DePasquale seconded the motion and it passed unanimously.

Public to be heard

Beth Oliver, Director of Sales & Marketing, Offshore Sailing School, reported that they will be celebrating their 55th Anniversary in 2019 along with expanding their fleet at the Westin with a 40 foot leopard sailing catamaran.

Municipalities to be heard

None to be heard.

Report of the Executive Director

Tamara Pigott reported that the preliminary resort tax collected for September 2018 was \$1,450,198, a 12.3 percent decrease over September 2017 preliminary collections of \$1,653,093. Fiscal year-to-date, tax collections are \$42.1 million for FY 2018, an increase of 5.9 percent year-over-year. This represents eight consecutive years of bed tax increases.

September 2018, the STR Report shows occupancy down 17.6 percent and ADR down 9.8 percent for a total RevPAR decrease of 25.7 percent.

September 2018, 418,256 passengers traveled through Southwest Florida International Airport (RSW). Figures represent an increase of 27.7 percent compared to September 2017. Year-to-date, passenger traffic is up 6.3 percent from the same period last year.

Bob Domine, DPA, reported on summer season and 2018 calendar year highlights. Visitation among visitors staying in paid accommodations during the summer months dipped 3.2 percent. Domestic travel accounted for nearly half of Lee County's total summer visitation, with Tampa and New York coming in as the top feeder markets. Calendar year-to-date, one-tenth of paid accommodations visitors arrived from international markets, with Germany representing the largest share.

New Business

Lucy Maldonado, VCB Fiscal Manager, reported the fourth quarter budget report reflecting total expenditures for the fiscal year in the amount of \$19,787,264. Tony Lapi made a motion to approve fourth quarter budget report. Rob Wells seconded the motion and it passed unanimously.

Lara Blosser, senior account supervisor, Edelman, gave an overview of the county's crisis communication in response to our water quality challenges.

TDC Member Items

- Bill Waichulis reported that Florida Boykin hotels have been flat in November compared to last year. Their December looks good and 2019 should be as well.
- Commissioner Pendergrass wished everyone well as this might be his last meeting as TDC Board chair. He stated he thoroughly enjoyed the past two years on the TDC board. He will continue to stay involved and fill in for new chair if needed.
- Tony Lapi wished everyone a Happy Thanksgiving and invited everyone to come out to the 'Tween Waters annual tree lighting on Nov 23.
- Colleen DePasquale announced that Chrysalis nominations are now being accepted and the event will be held on May 10, 2019 at Sanibel Harbour Marriott Resort & Spa. The Lee County Chapter of FRLA will host their holiday party at Palm City Brewing Dec 11.
- Tamara Pigott reminded the council to review the 2019 TDC meeting calendar and provide their input. The TDC will officially vote on the 2019 meeting dates at their December meeting.

Adjourn

The meeting adjourned at 9:55 a.m.

Next TDC meeting

The next TDC meeting and holiday gathering will be held at 3 p.m. Thursday, Dec 13 at The Pink Shell Beach Resort and Marina on Fort Myers Beach.

To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.