

EXECUTIVE SUMMARY

Recommendation to change the format and order of the TDC Agenda to expedite the meetings

OBJECTIVE: Change the TDC agenda format to expedite the meetings.

CONSIDERATIONS: Over the past two years, we have changed the order of the TDC agenda to give emphasis to Old Business and have lost the ability to deal with New Business items that are necessary to conduct the business of the Convention & Visitors Bureau and the many projects managed by the Coastal Zone Management Department. We have also lost the ability to inform the TDC members and the public of the important work the staff and our marketing partners are accomplishing to further tourism in our community.

A new agenda format is suggested as follows:

1. Move New Business items to the beginning of the meeting with time certain designations for each.
2. Establish a Consent Agenda section to expedite items being recommended from other Advisory Boards through the TDC review process and to review Old Business items that have been requested to return to the TDC for final review. The role of the TDC on these issues is to establish that the project furthers tourism and the expenditures are in compliance with BCC approved uses of Tourist tax revenues.
3. Move Marketing Partner Reports and Staff Reports to follow New Business.
4. Establish time limits on all items. Once the time limit is reached, the question should be called by the Chairman for a vote.

FISCAL IMPACT: There is no fiscal impact to this action.

RECOMMENDATION: That a new format for the TDC agenda be adopted based on the staff recommendations presented above.

PREPARED BY: Jack Wert, Tourism Director

ATTACHMENTS: TDC Agenda Template

**MEETING AGENDA & NOTICE
COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL
Collier County Government Center, Administration Bldg. F, 3rd Floor
3299 East Tamiami Trail, Naples, Florida 34112**

**DATE, 2012 9:00 am – 12:00 pm
Collier County Commission Chambers**

*** Requires TDC Action**

(PLEASE RESPECT DESIGNATED TIME LIMITS)

- 1. Call to Order – Chairman**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Changes and Approval of Agenda**
- 5. Approval of TDC Minutes***
- 6. Presentations / Public Comment - (10 min)**
- 7. Consent Agenda Items***
 - a. Old Business**
 - b. CAC Recommendations**
 - c. PARAB Recommendations**
- 8. New Business - (60 min)**
- 9. Marketing Partner Reports - (30 min)**
- 10. Tourism Staff Reports – (30 min)**
- 11. Detailed Staff Reports (in agenda packet for review)**
- 12. Council Member Discussion**
- 13. Next Scheduled Meeting Date/Location – 9:00 a.m.
Collier County Government Center, Administration Bldg. F, 3rd Floor, 3299 East Tamiami
Trail, Naples, Florida 34112**
- 14. Adjournment**

All interested parties are invited to attend, and to register to speak and to submit their objections, if any, in writing, to the board prior to the meeting if applicable.

For more information, please contact Jack Wert at (239) 252-2402.

If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380.

Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time.

Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners) before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.