

January 27, 2014

MINUTES OF THE COLLIER COUNTY TOURIST DEVELOPMENT  
COUNCIL MEETING

Naples, Florida, January 27, 2014

LET IT BE REMEMBERED the Collier County Tourist Development Council in  
and for the County of Collier, having conducted business herein, met on this date at 9:00  
AM in a REGULAR SESSION in Building "F" of the Government Complex, Naples,  
Florida with the Following members present:

Chairman: Commissioner Tim Nance  
Vice Chairman: Clark Hill  
Susan Becker  
Murray H. Hendel  
Rick Medwedeff  
Robert Miller  
Ed (Ski) Olesky  
John Sorey III  
Larry Sacher

ALSO PRESENT: Jack Wert, Tourism Director  
Gary McAlpin, Coastal Zone Management  
Colleen Greene, Assistant County Attorney  
Barry Williams, Director, Parks and Recreation  
Kelly Green, Tourist Development Tax Coordinator

*Any persons in need of the verbatim record of the meeting may request a copy of the video recording from the Collier County Communications and Customer Relations Department or view online.*

**1. Call to Order – Chairman Hendel**

Chairman Hendel called the meeting to order at 9:00 A.M.

**2. Pledge of Allegiance**

Pledge of Allegiance was recited.

**3. Roll Call**

A quorum was established.

**4. Changes and Approval of Agenda**

*Ms. Becker moved to approve the Agenda. Second by Hill. Carried unanimously 8 – 0.*

*Mr. Wert reminded the members they are subject to the Sunshine Law and they are to refrain from discussing any business that may come before the Council outside of a legally noticed meeting.*

Mr. Wert read the Tourist Development Council Mission Statement into the record: *“To be a year-round destination of choice for new and repeat leisure and business visitors to enjoy our many unique and memorable vacation experiences, world-class meeting, attraction and activity offerings, bringing positive economic growth and stability to Collier County.”*

**5. Approval of TDC Minutes**

**a. Regular Meeting 11/25/13**

*Ms. Becker moved to approve the minutes of the November 25, 2013 meeting as presented. Second by Mr. Sacher. Carried unanimously 8 – 0.*

**6. Presentations/Public Comment - (3 minutes each)**

None

**7. New Business**

**a. Election of Vice Chairman**

Mr. Wert presented the Executive Summary *“Appoint Vice Chairman for the Tourist Development Council for Calendar Year 2014”* dated January 27, 2014 for consideration.

He reported a Board of County Commissioners (BCC) Resolution now designates a member of the BCC to be the Chairman of the Tourist Development Council.

*Commissioner Nance assumed the Chair.*

*Mr. Medwedeff moved to appoint Clark Hill as Vice Chairman of the Tourist Development Council. Second by Mr. Hendel. Carried unanimously 8 – 0.*

**b. CP&E Proposal - Historic Beach Presentation**

**Mr. McAlpin** presented the Executive Summary “*Recommendation to approve a proposal from Coastal Planning & Engineering*” dated December 16, 2013 for a Historic Beach Performance Presentation under Contract #09-5362-S2 for a not to exceed amount of \$19,980.60 and make a finding that this item promotes tourism” dated January 27, 2014 for consideration. He noted:

- The goal is to integrate historic events, measure beach changes and annual or multi purpose processes into a visual display that will create a framework to assist in planning future beach renourishment.
- The timeline baseline will be the 1995, the first year of beach renourishment undertaken by the County.
- The proposal was approved unanimously by the Coastal Advisory Committee.
- It is anticipated the scope of work would be completed prior to the March BCC Workshop when beach renourishment will be discussed.

The following was noted under Council member discussion:

- Concern the scope of work does not “promote tourism.”
- The data already exists and it may not be beneficial to expend the funds for formatting the data into a visual display.

**Mr. Hendel** moved to recommend the Board of County Commissioners not approve the proposal from Coastal Planning & Engineering dated December 16, 2013 for a Historic Beach Performance Presentation under Contract #09-5362-S2 for a not to exceed amount of \$19,980.60. Second by Ms. Becker. Motion carried 5 “yes” and 3 “no.” Mr. Miller, Mr. Medwedeff and Mr. Olesky voted “no.”

**c. H&M Proposal**

**Mr. McAlpin** presented the Executive Summary “*Recommendation to approve a proposal with Humiston & Moore Engineers* dated December 26, 2013 for Professional Services to assist the county with services related to current industry trends under Contract #09-5262-S2 for a not to exceed amount of \$10,000 make a finding that this item promotes tourism” dated January 27, 2014 for consideration. He noted:

- The goal of the work is to identify current industry trends in the area of beach renourishment so the County may make the most informed decision possible when the work is required.
- The item promotes tourism as the availability of quality beaches is an integral part of the tourism product offered by the County.
- The work would be beneficial in lieu of the scope of work proposed in Item #7.b.

**Mr. Hill** moved to recommend the Board of County Commissioners approve proposal with Humiston & Moore Engineers dated December 26, 2013 for Professional Services to assist the county with services related to current industry trends under Contract #09-5262-S2 for a not to exceed amount of \$10,000 and makes a finding the item promotes tourism. Second by Olesky.

Motion carried 5 “yes” – 3 “no.” Mr. Hendel, Mr. Becker and Mr. Sacher voted “no.”

**d. RFQ Award – Jensen Underground Utilities, Inc.**

**Barry Williams, Director, Parks and Recreation** presented the Executive Summary *“Recommendation to award Request for Quotation (RFQ) to Jensen Underground Utilities, Inc., in the amount of \$2,000 plus \$200 for contingency for a total of \$2,200 for Video Tape of the constructed gravity sewer at Collier County’s Bluebill Avenue Turnaround and Restroom Beach Park Facility and make a finding that the expenditure promotes tourism”* dated January 27, 2014 for consideration. He noted a final inspection of the construction of the underground sewer line is required before the infrastructure may be conveyed to the County.

*Mr. Hendel moved to recommend the Board of County Commissioners award a Request for Quotation (RFQ) to Jensen Underground Utilities, Inc., in the amount of \$2,000 plus \$200 for contingency for a total of \$2,200 for Video Tape of the constructed gravity sewer at Collier County’s Bluebill Avenue Turnaround and Restroom Beach Park Facility and makes a finding the item promotes tourism. Second by Mr. Olesky. Carried unanimously 8 – 0.*

**e. WGCU Florida Explorer Pilot Project Proposal**

**Mr. Wert** presented the Executive Summary *“Recommend approval of a WGCU documentary pilot entitled “Florida Explorer” at a cost of \$5,000 and make a finding that this item promotes tourism”* dated January 27, 2014 for consideration. He reported the funding was previously approved in November of 2012, however the project was delayed and a new recommendation is required given the expenditure now proposed for this Fiscal Year.

**Terry Brennen, WGCU** reported:

- The pilot is modeled after the series “Tennessee Crossroads,” a long running PBS series (20 years).
- The pilot has been completed and they are seeking funding from Lee County and Charlotte County as well.
- The segments produced featuring Collier County content will be made available to the Convention and Visitors Bureau for promotional use.
- If the pilot is successful, a 13 episode series will be produced.

The Council viewed 3 video clips from the pilot for the segments produced in Collier County.

*Ms. Becker moved to recommend the Board of County Commissioners approve a WGCU documentary pilot entitled “Florida Explorer” at a cost of \$5,000 and make a finding that this item promotes tourism. Second by Mr. Olesky. Motion carried 7 “yes” – 1 “no.” Mr. Sacher voted “no.”*

**f. Paradise Advertising Contract Amendment and Change Order #5**

**Mr. Wert** presented the Executive Summary *“Recommend approval of Change Order #5 to Contract #10-5541 with Paradise Advertising and Marketing, Inc. for up to an additional \$1.5 million in media and production billing at a negotiated gross rate of 10% agency commission and authorize the Chairman to execute the Change Order and make a finding that this item promotes tourism”* dated January 27, 2014 for consideration.

***Mr. Hill moved to recommend the Board of County Commissioners approve Change Order #5 to Contract #10-5541 with Paradise Advertising and Marketing, Inc. for up to an additional \$1.5 million in media and production billing at a negotiated gross rate of 10% agency commission and authorize the Chairman to execute the Change Order and makes a finding the item promotes tourism. Second by Mr. Medwedeff. Carried unanimously 8 – 0.***

*Mr. Sorey arrived at 9:54 a.m.*

**g. FY 14/15 TDC Category B and C-2 Grant Application Proposed Changes**

**Mr. Wert** presented the Executive Summary “*Review Tourist Development Council Grant Applications for Category B and C-2 for FY 15 (October 1, 2014 - September 30, 2015) and recommend changes in guidelines and requirements and make a finding that this item promotes tourism*” dated January 27, 2014 for consideration. He reported Staff is streamlining the Grant Application process. The changes include a new Category “B” sub-category for sports events. Staff will be ensuring the requirements for awarding the funds meet any guidelines required.

***Mr. Hendel moved to recommend the Board of County Commissioners approve Tourist Development Council Grant Applications for Category B and C-2 for FY 15 (October 1, 2014 - September 30, 2015) and recommend changes in guidelines and makes a finding the item promotes tourism. Second by Mr. Miller. Carried unanimously 9 – 0.***

**h. Marco Island Berm Conceptual Design Proposal**

**Mr. McAlpin** presented the Executive Summary “*Recommendation to approve a proposal with Humiston & Moore Engineers dated January 18, 2014 for Professional Services to develop a conceptual plan for an updated beach profile design on Marco Island under Contract #09-5262-S2 for a not to exceed amount of \$9,890 and make a finding that this item promotes tourism*” dated January 27, 2014 for consideration. The City of Marco Island has endorsed the concept.

***Mr. Sacher moved to recommend the Board of County Commissioners approve a proposal with Humiston & Moore Engineers dated January 18, 2014 for Professional Services to develop a conceptual plan for an updated beach profile design on Marco Island under Contract #09-5262-S2 for a not to exceed amount of \$9,890 and makes a finding the item promotes tourism. Second by Mr. Sorey. Carried unanimously 9 – 0.***

**8. Old Business**

**a. UK Research Report Findings - Walter Klages - Information Only**

**Dr. Walter Klages** presented the Report “*Collier County Tourism Research UK/London Research 2013*” for information purposes.

*Break: 10:30 a.m.*

*Reconvened: 10:45 a.m.*

**9. Marketing Partner Reports**

**Mr. Wert** presented the PowerPoint document “*Marketing Partner Reports – January 27, 2014*” including the following reports presented by Staff and Consultants:

- a. **Research Data Services (Heard before Item #9.a) – Dr. Walter Klages**  
“*Collier County Tourism Research, Marketing Partner Reports – January 27, 2014*” – *Research Data Services, Inc.*”
- b. **Paradise Advertising – Cedar Hames/Nicole Delaney**  
“*Advertising Report Paradise Advertising and Marketing, Inc. – TDC, Marketing Partner Reports – January 27, 2014*”
- c. **Lou Hammond & Associates – PR Services – Jonell Modys**  
“*National Public Relations Report – National Public Relations Update – TDC Meeting Marketing Partner Reports – January 27, 2014*”
- d. **Tax Collections – Jack Wert**  
“*Tourist Tax Collections – Collier County Tax Collector – Marketing Partner Reports – January 27, 2014*”
- e. **Miles Media - Website Activity – Jack Wert**  
“*Website – Miles Partners, Inc.*”
- f. **Sales & Marketing Technologies, Inc. - Search Engine Optimization – Jack Wert**  
“*Search Engine Services – Sales and Marketing Technologies, Inc.*”
- g. **Phase V - Fulfillment Services – Jack Wert**  
“*Fulfillment Services – Phase IV*”

**10. Tourism Staff Reports**

The following reports were provided by Staff:

- a. **Director – Jack Wert**
- b. **Sales & Marketing – Debi Benedetti**
- c. **Public Relations & Communications – Jonell Modys**
- d. **Film Office – Jack Wert**
- e. **Sports Council – Jack Wert**
- f. **International Representatives – Jack Wert**
- g. **Visitor Centers – Lori Lou Waddell**

**11. Detailed Staff Reports**

Submitted

**12. Council Member Discussion**

**Commissioner Nance** reported he would contact the necessary parties to ensure the parking spaces reserved for Advisory Board Members remain available for their use at all times.

**13. Next Scheduled Meeting Date/Location – February 24, 2014 – 9:00 a.m.**

January 27, 2014

**Collier County Government Center, Administration Bldg. F, 3rd Floor,  
3299 East Tamiami Trail, Naples, Florida 34112**

**There being no further business for the good of the County, the meeting was adjourned by order of the chair at 11:30 A.M.**

**COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL**

\_\_\_\_\_  
**Chairman, Commissioner Tim Nance**

These minutes approved by the Board/Committee on \_\_\_\_\_ as presented \_\_\_\_\_ or as amended \_\_\_\_\_.