



PUNTA GORDA ENGLEWOOD BEACH

The Charlotte Harbor Gulf Island Coast

Charlotte County Tourist Development Council Meeting Minutes Friday, June 21, 2024

A meeting of the Charlotte County Tourist Development Council was held Friday, June 21, 2024, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle, Port Charlotte, FL.

Members Present

Commissioner Christopher Constance
Councilmember Donna Peterman
Councilmember William Dryburgh
Keith Farlow
Kathy Burnam
Robin Madden
David Haynes
Gary Butler
Kelly Williamson

Members Absent

Staff Present

Claire Jubb, Assistant County Administrator
Glinda Pruitt, Assistant County Attorney
Sean Doherty, Tourism Development Director
Sean Walter, Sales & Sports Marketing Manager
Lois Croft, Public Relations Manager
Maureen Morgenthien, Marketing Manager
Jeff Berg, Meetings Market Sales Manager
Jerry Jones, Film Commissioner
Amy Sharpe, Administrative Services Coordinator
Brynja Phipps, Project Coordinator
Dan Roe, Tax Collector's Office
Elie Fischhof, Fiscal Service

Guests

Tom David, Peacekeeper's Concert
Marcus Parsley, Peacekeeper's Concert
Doug Izzo, Englewood Chamber of Commerce
Jeff Lustig, Citizen, Sunseeker Employee

I. Call to Order & Pledge of Allegiance

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:00 a.m.

II. Roll Call

A quorum was established.

III. Approval of the Agenda

A motion was made by Gary Butler and seconded by Kathy Burnam to approve the agenda. Motion carried unanimously.

IV. Citizens' Input

There was no Citizen's input on any agenda items.

V. Approval of TDC Meeting Minutes

A motion was made by Kathy Burnam and seconded by David Haynes, to approve the April 19, 2024, minutes. Motion carried unanimously.

VI. Tourist Tax Report – Dan Roe

The tax collector report was presented by Dan Roe. Roe finished reporting on 2nd Quarter numbers with March numbers being finalized at \$1,366,169.76. Roe continued to report that 3rd Quarter April numbers were at \$726,193.99. Suspect accounts holding at 565 with 1 new account added in the third quarter. Roe advised that 2nd Quarter collections were up 24.5% over the 2nd Quarter of last year and April collections were up 14.3%. Roe continued to advise there are currently 3,030 rental properties, with 34 accounts added and 54 properties removed.

VII. Budget Report

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are nine months into the fiscal year with a \$4.8 million budget. Fischhof continued that 81% of the budget had been expended with the bulk being interfund transfers. Most of the encumbrances fell within Other Contractual Services and Promo Activities – Advertising. Fischhof also advised the balance for the 4th and 5th cents appears high at \$5.68 million as the stadium debt is not pulled until the end of the fiscal year.

VIII. Robin Madden – Budget Review

Robin Madden confirmed that the budget appeared to be in order.

IX. Event Development Program Application – Tom David

Tom David and Marcus Parsley presented additional information about the Peacekeepers Memorial Concert for consideration on second year event funding in the amount of \$10,000. The TDC previously requested additional information on the event that was not available during the June meeting. After the additional information was presented the TDC scored the event for an average score of 70.4. A minimum score of 60 is required for funding approval.

A motion was made by Bill Dryburgh and seconded by David Haynes to approve the funding request. Motion carried unanimously.

X. Director/Staff Report – Sean Doherty

Sean Doherty, Tourism Director, provided a recap of the Tourism Department Board Report. Doherty reported that the recent report from Downs and St. Germain is indicating the average household income of area visitors has increased. Doherty additionally reported, the area is seeing key indicators such as economic impact, average daily rate, and TDT collections trending upwards. Doherty also reported that both Aqua and Downs and St. Germain are both up for RFP this summer. Doherty advised he attended JumpStart with Kaley Miller. Doherty also advised they found good success in interacting with airline decision makers. Doherty also recapped the success of the Annual Tourism Celebration and the upcoming Gulf Coast Host classes.

Doherty addresses the two new positions the VCB is looking to add to assist with the increased demand on office staff.

XI. Citizen's Comments

Jeff Lustig, Citizen, Sunseeker Employee, reported his positive experience in working for Sunseeker and what an accommodating employer they are. He also spoke to the benefit of the higher education opportunities available in the community and how they have benefited his family.

Doug Izzo, Englewood Chamber of Commerce, spoke to in favor of Englewood Beach Waterfest. He also spoke of their current endeavor to get new digital assets of the Englewood area with use of an intern.

XII. Council Comments

David Haynes spoke that things were business as usual. Haynes reported the current sale of Eldred's Marina does influence what they see occurring with long term bookings. Haynes continued to report the vacation rental bill is at the Governor's desk, it will have quite a few implications in it is passed.

Councilmember Donna Peterman did not have anything new to report.

Councilmember William Dryburgh reported he would be absent at the next meeting. He will be attending the city conference.

Keith Farlow reported that things are going well in West County.

Kelly Williamson reported the hotel was just painted, and the lobby is currently being renovated.

Kathy Burnam reported they are preparing for their July Fourth celebration, which will include all day entertainment concluded by fireworks after dark.

Gary Butler reported the Florida Museum Association budget was vetoed by the Governor. Butler continued to report it does not affect the Military Museum this year because they are at the end of a \$60 million dollar grant. Butler advised in June 2025, if the program was fixed the museum would be eligible for \$100 million dollars. Butler also advised the museum is running 20-30% above average from last year. Butler continued to advise the property is for sale but as a separate entity from Fishermen's Village. Butler also reported they will also be hosting festivities on July Fourth.

Robin Madden reported the island beaches are looking beautiful. Madden also reported there is still a lot of construction going on and the ferry is experiencing very long lines. Madden continued to report they have added a few rentals to the marks and while rates have increased, they haven't experienced push back since most properties have been updated since the hurricane. Madden advised those buying houses are coming in under listing price and they are seeing a hesitancy that they didn't see five months ago.

Commissioner Christopher Constance spoke of the impact the global economy is having locally and how the rates for insurance seem to be changing.

XIII. Next Scheduled Meeting

The next scheduled TDC meeting is at 9:00 a.m. Friday, August 16, 2024. The meeting will be held in the Conference Room of Centennial Park, 1120 Centennial Blvd., Port Charlotte, FL 33953.

XIV. Adjourn

The meeting adjourned at 10:17 a.m.

Approved