

COLLIER COUNTY
Tourist Development Council



AGENDA

June 22, 2020

9:00 AM

**Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112**

Commissioner Andy Solis, Chair
Clark Hill, Vice-Chair
Susan Becker
Amanda Cox
Nancy Kerns
Kathleen Brock
Edward (Ski) Olesky
Councilor Victor Rios
Councilman Michael McCabe

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

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Agenda and Minutes**
 - A. **Changes and Approval of Today's Agenda**
 - B. **Approval of prior TDC Meeting Minutes**
 1. **May 22, 2020 TDC Meeting Minutes**
5. **Presentations**
6. **Consent Agenda - All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.**
 - A. **Coastal Zone Management**
 - B. **Beach Park Facilities**
 - C. **Tourism Division**
7. **New Business**
 - A. **Recommendation to review Tourist Development Tax Grant Applications and provide recommendations for FY 21 Category B Marketing & Events (\$65,000) and Category C-2 Non-County Owned/Operated Museums (\$250,000) and make a finding that these expenditures promote tourism.**
 - B. **Recommendation for the TDC to recommend approval of the combined FBU National Championship (FBUNC) and Top Gun Showcase agreements and to extend the term for each event to 2025 and make a finding that this action promotes tourism.**
 - C. **Recommendation to approve the use of Tourist Development Tax Promotion Funds to support the upcoming September and October 2020 Sports Tourism Events up to \$29,450 and make a finding that these expenditures promote tourism.**
 - D. **Recommendation to award Request For Proposal (RFP) # 20-7706 for Tourism Public Relations Services to Lou Hammond & Associates, Inc. (FL), authorize the Chairman to execute the County Attorney approved contract and make a finding that this expenditure promotes tourism.**

- E. Recommendation to approve the agreement with Cision USA, Inc. to provide Media Monitoring Services to the Tourism Division for FY 20-FY 23 and make a finding that this action promotes tourism.**

- 8. Old Business**

- 9. Council Member Discussion**

- 10. Marketing Partner Reports**
 - A. Marketing Partner Report**

- 11. Tourism Staff Reports**
 - A. Tourism Staff Reports**

- 12. Detailed Staff Reports**

- 13. Next Scheduled Meeting**
 - A. Next Meeting Date - July 27, 2020**

- 14. Adjournment**