

MINUTES OF THE COLLIER COUNTY
TOURIST DEVELOPMENT COUNCIL MEETING

Naples, Florida, May 22, 2020

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 A.M. in REGULAR SESSION in Building “F” of the Government Complex, Naples, Florida with the Following members present:

Chairman: Commissioner Andy Solis
Vice Chairman: Clark Hill (via Zoom)
Victor Rios (via Zoom)
Susan Becker (via Zoom)
Kathleen Brock (via Zoom)
Ed (Ski) Olesky
Amanda Cox (via Zoom)
Michael McCabe
Nancy Kerns (via Zoom)

ALSO PRESENT: Jack Wert, Tourism Director
Gary McAlpin, Manager, Coastal Zone Management
Colleen Greene, Assistant County Attorney
Kelly Green, Tourist Development Tax Coordinator
Andrew Miller, Project Manager

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.

The meeting was conducted via Zoom with Mr. Wert, Mr. Miller, Commissioner Solis, Mr. McCabe and Mr. Olesky present in the Board of County Commissioners meeting room.

1. Call to Order – Commissioner Solis

Commissioner Solis 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. Agenda and Minutes

A. Changes and Approval of Today’s Agenda

Ms. Kerns moved to approve the Agenda. Second by Ms. Becker. Carried unanimously 9 – 0.

B. Approval of prior TDC Meeting Minutes

1. Regular Meeting February 24, 2020

Mr. Hill moved to approve the minutes of the February 24, 2020 meeting subject to the following changes:

- Page 4, paragraph 2, bullet point 4, #3 – to read “Broaden and *Diversify* the Visitor Base Through Cultural Tourism.”
- Page 7, paragraph 1 – to read “Ms. Brock reported that the Grand Opening of the Everglades City *Visitor’s Center* occurred on February 1st and the facility is open from 9:00 a.m. to 4:00 p.m. daily.

Second by Ms. Becker. Carried unanimously 9 - 0.

5. Presentations/Public Comment - (3 minutes each)

None

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(s) will be moved from the Consent Agenda and considered separately under New Business or Old Business.

A. Coastal Zone Management

None

B. Beach Park Facilities

None

C. Tourism Division

None

7. New Business

A. Recommendation for the TDC to recommend that the Board of County Commissioners approve funding for a truck haul beach renourishment project for the Naples Beach, just south of Doctors Pass to the Florida Department of Environmental Protection (FDEP) R-60

beach monument, that is anticipated to begin in November 2020, for a not to exceed project expenditure of \$2,000,000, authorize necessary budget amendments, and make a finding that this item promotes tourism (Project 90068).

Mr. McAlpin and Mr. Miller presented the above referenced Executive Summary noting the request involves funding for a 35,000 CY truck haul beach renourishment project for the Naples Beach from an area south of the Doctors Pass jetty to the R-60 monument.

The following was noted during Council discussion:

- The R-60 monument is located just north of Lowdermilk Park and the work in the area is based on survey data completed in January, 2020 as the beach template does not meet the requirements established for the locations in question.
- The project is slated to initiate after the Thanksgiving holiday and anticipated to take 5 – 8 weeks to complete.
- Staff continues to monitor the jetty in the vicinity of Doctors Pass that was installed to help protect the upland structures south of the area to determine if any changes are necessary, given it has been subject to accumulation of dead fish, seaweed, debris, etc.
- The City of Naples does clean the area on a regular basis and water quality testing indicates there are no adverse impacts at this point in time.
- The beach area south of the proposed project will be surveyed in January of 2021, to determine if any course of action needs to be taken to ensure the width of the beaches are maintained to an adequate standard.
- The status of the outfall pipes on the Naples beaches have no impact on scheduling or work related to the renourishment projects undertaken by the County.
- The study, being conducted by the US Army Corps of Engineers for the County's beach resiliency and associated recommendations, continues with a draft anticipated in July of 2020, at which time public meetings will be held on the plan.

Mr. Rios moved to recommend the Board of County Commissioners approve funding for a truck haul beach renourishment project for the Naples Beach just south of Doctors Pass to the Florida Department of Environmental Protection (FDEP) R-60 beach monument that is anticipated to begin in November 2020 for a not to exceed project expenditure of \$2,000,000, authorize necessary budget amendments and finds the item promotes tourism. Second by Ms. Becker. Carried unanimously 9 – 0.

- B. Recommendation that the TDC recommend that the Collier County Board of County Commissioners approve a work order with Taylor Engineering, Inc. to provide professional engineering services for Naples Beach Renourishment from just south of Doctors Pass to Florida Department of Environmental Protection (FDEP) reference monument R-60 under Contract No. 18-7432-CZ for time and material not to exceed \$102,585.00 and make a finding that this item promotes tourism.**

Mr. McAlpin presented the above referenced Executive Summary noting it is a companion to Item 7.A for Taylor Engineering, Inc. to provide design and preparation of construction plans, develop technical specifications, oversee bidding services, coordinate with permitting agencies for a Notice to Proceed and serve as the Engineer of Record for the project.

Mr. Olesky moved to recommend the Board of County Commissioners approve a work order with Taylor Engineering, Inc. to provide professional engineering services for Naples Beach Renourishment from just south of Doctors Pass to Florida Department of Environmental Protection (FDEP) reference monument R-60 under Contract No. 18-7432-CZ for time and

material not to exceed \$102,585.00 and finds the item promotes tourism. Second by Mr. Hill. Carried unanimously 9 – 0.

C. Recommendation that the TDC recommend that the Collier County Board of County Commissioners approve Post-COVID Recovery Marketing Plan and the use of \$1,000,000 from Tourism Division Emergency Advertising Reserves to support that plan to mitigate the current and future negative visitor impacts in Collier County from the Coronavirus (COVID-19) Pandemic and make a finding that this action promotes tourism.

Mr. Wert presented the above referenced Executive Summary and provided a brief history on business in the first 2 – 3 months of 2020 which was strong. With the onset of the pandemic, business dropped substantially at the end of March and April and a plan for recovery has been developed and is divided into 3 phases; React, Rethink and Recover. He noted:

- Phase 1 included ceasing the regular advertising campaign and initiating “soft messaging” in early April to address the pandemic.
- Phase 2, Rethink, is based on data developed from various parties and will target the drive market with the goal of providing authentic experiences in the area and is anticipated to initiate in June.
- Phase 3 is anticipated to begin in October/November when the messaging will return to “Vacation Well,” the previously established program.
- The existing funding within the budget was utilized for Phase 1; Staff is seeking authorization of use of emergency funds of \$1,000,000 to aid in implementing Phase 2 and 3 (\$500,000 for each phase).
- The next steps in the process include input from tourism partners on the plan and approval by the Board of County Commissioners, followed by roll out of the plan.
- Research will be conducted throughout Phase 2 to determine any changes which may need to be made before implementing Phase 3, the regular advertising campaign.

During Council discussion, the following was noted:

- Concern on implementing Phase 2 in June which may be too early given the status of the pandemic.
- Consideration be given on implementing some type of public information program for the residents whose public perception of soliciting visitors to the area may be negative given the status of the pandemic - *Staff noted the east coast of Florida will not be targeted as they are well aware of the Naples marketplace.*
- There should be a focus on attempting to increase length of stays for the drive market consumer given they generally visit for shorter term vacations/get away.
- The concept of businesses cost sharing in the program is good, however may not be feasible given the current economic state of small business in the area due to the recent shutdowns.
- The need to ensure any decisions made is based on accurate information and the best available science.
- The funding amount requested for Phase 3 is \$500,000, however Staff hopes to only utilize \$250,000 with the additional funds held as in “reserve” in case they are needed.
- One benefit of Phase 2 is the summer has traditionally been a time when the drive market consumer has been targeted for visitation to the area.

Speaker

Commissioner Taylor reported she has been in contact with officials at the City of Miami Beach and Dade County who have indicated there is no timeline for the opening of beaches in their jurisdictions and a decision will not be made until the positive testing results drop below 10 percent.

Mr. Hill moved to recommend the Board of County Commissioners approve Post-COVID Recovery Marketing Plan and the use of \$1,000,000 from Tourism Division Emergency Advertising Reserves to support that plan to mitigate the current and future negative visitor impacts in Collier County from the Coronavirus (COVID-19) Pandemic and finds the item promotes tourism. Second by Ms. Cox. Motion carried 8 “yes” – 1 “no.” Ms. Becker voted “no” expressing concern on implementing Phase 2 of the Plan as early as June.

D. Recommendation that the TDC recommend that the Collier County Board of County Commissioners approve Agreement #20-037-NS between Collier County and SearchWide Global, Inc., for recruiting services for Deputy Director -Tourism, and make a finding that the expenditure of funds related to the Agreement promotes tourism.

Mr. Wert presented the above referenced Executive Summary noting the out of pocket expenses for the proposed vendor are anticipated to be minimal as they are not traveling to Naples as part of the work. The proposal is anticipated to be approved by the Board of County Commissioners at their first meeting in June and the activity should take 6 weeks to complete.

Ms. Becker moved to recommend the Board of County Commissioners approve Agreement #20-037-NS between Collier County and SearchWide Global, Inc., for recruiting services for Deputy Director-Tourism and finds the expenditure of funds related to the agreement promotes tourism. Second by Ms. Kerns. Carried unanimously 9 – 0.

8. Old Business

A. Expenditure and Revenue Review of Tourist Development Tax supported funds for the First Quarter of Fiscal Year 2020

Mr. Wert presented the above referenced summary for informational purposes and provided an overview of the Department’s first quarter financial status. If a Council Member has any questions on the report, they may contact Staff for an explanation.

9. Council Member Discussion

Ms. Cox recommended consideration be given to reviewing the policy and standards associated with the Convention and Visitors Bureau’s group meetings enhancement program be reviewed to determine if any changes are necessary to address technological advances in the arena. As an example, future gatherings may include allowing certain participants to appear virtually at the functions.

Ms. Becker recommended the County proceed cautiously on the re-opening of services and associated advertising.

Ms. Brock queried when the Visitors Centers may reopen, with Mr. Wert noting the most likely scenario is to coordinate the endeavor with the State’s openings of similar facilities.

Mr. McCabe noted the beaches are the main attraction for visitors to the area and maintaining them at a high standard should be a priority for the Council.

10. Marketing Partner Reports

These reports (Marketing Partner Reports-Research Data Services, Paradise Advertising & Marketing, Inc., LHG (Lou Hammond Group), Collier County Tourist Tax Collections, Miles Partners - Website Activity, Digital & Social Media-Paradise Advertising, Book Direct, County Museums) are provided to TDC members on the digital link above to the County website. The Research Data Services report will be presented on a monthly basis, and the other reports will be presented at TDC meetings on an as needed basis. TDC members may request a presentation by the Marketing Partner representative or by Tourism staff at each TDC meeting.

- A. **Research Data Services** – *Anne Wittine*
- B. **Paradise Advertising** – *Amber de Lisser, Cyndy Murieta and Jennifer Adams*
- C. **Lou Hammond Group** – *Jack Wert*
- D. **Collier County Tourist Tax Collections** – *Jack Wert*
- E. **Miles Partners – Website Activity** – *Jack Wert*
- F. **Digital & Social Media- Paradise Advertising and Zebra Brazil** – *Jack Wert*
- G. **County Museums** – *Amanda Townsend*

11. Tourism Staff Reports

Mr. Wert provided the activity reports as necessary (Tourism Staff Reports - Director, Group Sales, Leisure & Travel Trade Sales, Special Markets, Sports Marketing, Public Relations & Communications, Film Office, International Representatives, Visitor Centers) are provided to TDC members on a digital link to the County website and will be presented to the TDC on an as needed basis. TDC members may request a presentation by Tourism staff members at each TDC meeting.

- A. **Director**
- B. **Group Sales**
- C. **Leisure and Travel Trade Sales**
- D. **Sports Marketing**
- E. **Public Relations & Communications**
- F. **Film Office**
- G. **International Representatives**
- H. **Visitor Centers**

12. Detailed Staff Reports

- A. **Detailed Staff Reports**
Submitted

13. Next Scheduled Meeting Date/Location – June 22, 2020

**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 11:55 A.M.

COLLIER COUNTY TOURIST DEVELOPMENT COUNCIL

Chairman, Commissioner Andy Solis

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