



2401 SE Monterey Rd.
Stuart, FL 34996

Martin County Tourist Development Council Agenda

Stacey Hetherington
Frank Fender
Campbell Rich

Colleen Holmes
Nimesh Patel
Patty O'Connell

Christopher Vitale
Ed Griffith
Robert Steele

Wednesday, March 11, 2026,

BOCC, Chambers

WELCOME/ CALL TO ORDER

- Roll Call

MINU APPROVAL OF MINUTES

ONGO ONGOING BUSINESS

- A. Financials

PRES BRIEF UPDATES

- A. Play Treasure Coast Update
B. MartinArts
C. Florida Oceanographic Society
D. Historical Society Update

Rick Hatcher, TCSP
Nancy Turrell, MartinArts
Anthony Brunet, FOS
Ales Day

SPEC PRES SPECIAL PRESENTATIONS

- A. EXPEDIA

John Alvarez

ACT ACTION ITEMS

- A. Florida Venue Managers Association Event Application
B. Martin County Summer Bonus Campaign
C. Welcome Back 2 Paradise Repeat Meetings Incentive
D. Martin County Tourism / VISIT FLORIDA Cooperative Marketing Program

OTM OFFICE OF TOURISM & MARKETING

- A. Ecotourism Update
B. Public Relations Update
C. Strategic Plan Measurement Update

C COMMENTS

- A. PUBLIC
B. TDC MEMBERS

CHAIR'S CLOSING

Next Meeting Date: July 29, 2026

ADJOURN