



2401 SE Monterey Rd.
Stuart, FL 34996

Martin County Tourist Development Council Minutes

Stacey Hetherington
Frank Fender
Campbell Rich
Colleen Holmes
Nimesh Patel
Patty O'Connell
Ed Griffith
Robert Steele
Christopher Vitale

Wednesday, Nov. 12, 2025,

3:00 PM

Commission Chambers

CALL TO ORDER

- Meeting was called to order at 3:01PM
- Roll call was taken- Nimesh Patel was absent.

WELCOME

MINU APPROVAL OF MINUTES

- Frank Fender Moved to approve minutes of Sept. 17, 2025
- Campbell Rich 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent

TDC TDC Requested Presentation

- Parks and Recreation Overview **Kevin Abbate, Director Parks, and Recreation**
- PowerPoint Presentation provided.
- Parks and Recreation deliver safe, high quality visitor experiences through consistent operation and best maintenance practices.
- Martin County Beaches.
- Ongoing operational investments have ensured that all beach amenities remain safe, functional, and visually appealing for residents and visitors.
- All beaches are free to the public.
- Amenities include but are not limited to:
 - 12 beach restrooms
 - 25 outdoor showers
 - 18 beach pavilions
 - 31 picnic tables
 - 17 grills
 - 52 trash receptacles

- 16 decks / crossover
- 4 – full-service beaches (fy 25 attendance)
- Jensen Beach (557,461 annual attendees)
- Stuart Beach (528,619 annual attendees)
- Bathtub Beach (234,129 annual attendees)
- Hobe Sound Beach (315,880 annual attendees)
- Beaches are preserved for beauty, maintained for safety.
- 14 beach access parks:
 - Glasscock Beach
 - Bob Graham Beach
 - Beachwalk Pasley Beach
 - Stokes Beach
 - Virginia Forrest Beach
 - Tiger Shores Beach
 - Santa Lucea Beach
 - Fletcher Beach
 - Ross Witham Beach
 - Chastain Beach
- Beach Maintenance Costs (operational budget)
- TDT and County Ad Valorem funds are used each year to support landscaping, janitorial services, and beach staffing, ensuring amenities remain in top condition.
- TDT Operating funds: FY 24 \$161,865.25 46%
- TDT Operating Funds FY 25 \$169,614.37 33%
- PRD Operating Funds FY 24 \$189,157.89 54%
- PRD Operating Funds FY 25 \$348,817.27 67%
- Total Beach Maintenance Cost
- FY 24 \$351,023.14
- FY 25 \$518,431.64
- FY24 TDT: Staffing \$66,589 / Outsourced Janitorial \$30,332 / Outsourced Landscaping \$64,943
- FY 25 TDT: Staffing \$69,137 / Outsourced Janitorial \$37,274 / Outsourced Landscape \$63,202
- Beach FARB Capital: Fixed Assist Replacement (Capital Program)
- Annual TDT Program Budget (\$200,000).
- Latest projects:
 - \$62,657 TDT Capital funds contributed to a new deck and 2 new showers at Bathtub Beach.
 - \$51,995 PRD Capital funds contributed to beach parking and park improvements at Jensen and Stuart Beach.
- Current Beach FARB Fund Balance: \$643,418: Jensen Beach new beach cross-over and public restroom construction.
- TDC Member Ed Griffith commented after the presentation on the value of the beaches and how it relates to tourism dollars.
- Ed Griffith stated that the beaches are an important aspect of tourism in the county.
- Chairwoman Hetherington commented on the success of the fire pit program at the beaches.
- Kevin Abbate followed up on all the beach programming to include the success of the fire

pit program.

ONGO Ongoing Business

A. Financials Stephanie Merle, Director of the Office of Management & Budget

- PowerPoint Presentation provided.
- Handout provided.
- Ms. Merle commented on how her office is maintaining conservative & prudent policies on the budget planning.
- TDC has a constant 10% cash balance plus an additional cash reserve.
- Ms. Merle made note that in FY26 there will be an inlet project coming.
- The tourism office nets about \$250,000.00 each year.
- FY25 is up and over FY24 but FY25 is still down from FY23. Ms. Merle's office feels this is a leveling off of the TDT dollars.
- Chairwoman Hetherington asked about the room nights for the Air Show and when will we see those numbers?
- Nerissa Okiye replied that it will be Dec.-Jan. when we will be able to see the actual impact from the Air Show.
- Ms. Okiye explained that the tourism office has done a marketing reimbursement for the signature events with \$5,000.00 tied directly to the event's marketing rather than linking it with room night pick up.
- TDC member, Ed Griffith noted that his hotel was able to pick up a separate group that came to the area during the Air Show time but were not affiliated with the Air Show and so the group received a different rate.

PRES PRESENTATIONS / UPDATE

A. Treasure Coast Sports Commission TCSP

Rick Hatcher,

- Year End Recap- Oct. 2024-Sept. 2025
 - 21 Grant Funded Events
 - 8,528 Actualized Room Nights
 - \$7,126,915.00 Estimated Economic Impact
 - 4 New Events
 - Florida Senior Games
 - Girls Fastpitch Softball
 - Lacrosse
 - Sailing (6)
 - Golf (2)
 - Senior Softball
 - Marathon of the Treasure Coast
 - Baseball
 - Surfing & Triathlons (2)
 - Hosted – Florida Sports Foundation “Sports Summit”

- Sports Partners from the State of Florida – 24
- Event Owners and Rights Holders in Attendance – 21
- Recognition and Awards – 3
- Projections 2025-2026 – Martin County
 - Grant Funded – 28
 - New Events – 7
 - Projected Room Nights – 10,500
 - New types of events for 2026
 - CrossFit Competition
 - Soccer
 - Artistic Swimming (2)
 - Flag Football
- Update on upcoming events
 - Oct. – Dec. 2025
 - 9 Grant Funded Events
 - 3 New Events
 - Oct. 4 – Palm City CrossFit Throw Down
 - Oct. 18-19 – Home Runs for Hope
 - Oct. 25-26 – USSSA Pink Pumpkin Ball-o-ween
 - Oct. 23-25 – Marty County Senior Games
 - Nov. 1-2 – Sunshine Fall Classic Lacrosse Tourn
 - Nov. 8 – Treasure Coast Ultra & Adventure Race
 - Dec. 6-7 – USA Junior Olympic Sailing Festival
 - TDC member, Campbell Rich asked Rick how many people showed up for the Ultra Race / Adventure Race?
 - Mr. Hatcher responded that there were 90 participants.
 - TDC member, Frank Fender asked Rick why it is that there are some other events/races that occur in Martin County, but they are not reflected in his reporting.
 - Mr. Hatcher responded that those events are not funded by the TDT dollars and so they are not reflected in his reporting.
 - Rick was asked how they calculate room nights.
 - Mr. Hatcher replied that they provide forms at check in prior to the races and on the forms, the participants are asked where they are staying and so his team calculates the results from these forms for each event.

**B. Martin Arts Council
Director**

Nancy Turrell, Executive

- Handouts were provided.
- Ms. Turrell provided an update on the funding at the state level.
- The state funding for the arts has been sent back to the drawing board.
- There will be a meeting on the 17th of November for new guidelines to be

- determined.
- Ms. Turrell has a phone call scheduled with Representative Toby Oberdorf set for tomorrow, Nov. 13, 2025.
 - Everyone in the arts community are still full steam ahead with their planning for this upcoming season.
 - The Childrens Museum is hosting the Festival of Giving.
 - Atlanta Classical Orchestra is bringing in a composer to Stuart in conjunction with the orchestra playing his piece.
 - The Lyric theatre is using a variety mix of programming to bring in all ages to the shows.
 - The Martin Arts Awards were held last week, and they recognized Tammy Calabria, Director of the Children's Museum.
 - There is a new art exhibit at the Cultural Courthouse entitled "Uncommon Threads: Contemporary Fiber Exhibition showing 2D, 3D and wearable art".
 - The new stage that is being built in Memorial Park, will unfortunately not be finished in time for the upcoming ArtsFest.
 - ArtsFest will be held Feb. 7-8, 2026.
 - The ArtsFest focus for the Feb. event will be on food and beverage entertainment.
 - There will be an elevated food component.
 - There will be 8 chefs in the 1st round of the annual chopped competition.
 - There will be a kick-off party event at "The Grove" in Hobe Sound to begin ArtsFest.
 - The Arts Council is on the schedule for the Dec. 2nd School Board meeting to discuss the lease for the school building expansion project.
 - The details of the lease need to be finalized by the end of this year.
 - Chairwoman, Hetherington commented on the success of the "Marty's" award event this year and that it was very well done.

C. Florida Oceanographic Society Anthony Brunet, Communications & P.R. Coordinator

- Recent events
- Anthony introduced the Florida Oceanographic's new hire, Roni Allen as the Director of Development and Marketing.
- Rodney came to the FOS from the Tampa Zoo and is looking forward to being on this coast.
- Mr. Brunet presented his update via the PowerPoint presentation.
- The FOS renewed permits for the Coastal release of turtles.
- Mr. Brunet introduced "Cleo", an adult female green sea turtle.
- Cleo was believed to have been under human care before the Endangered Species Act was established in 1973.

- Cleo cannot be released back into the wild because she is too old and she doesn't know how to survive in the wild.
- Cleo is curious and calm. She enjoys floating enrichment activities and exploring her habitat as well as observing her surroundings.
- The Marine Mammal Festival will be held on Nov. 22nd at the FOS.
- The festival will be a full day of ocean inspiration and education at the FOS.
- Connect with marine scientists, conservationists, and educators protecting dolphins, whales, and manatees in Florida and beyond.
- There will be interactive exhibits, educational displays, and fun activities for all ages.
- On Dec. 6th, 11th and 20th the FOS will be holding "Tide to Treasure: Jewelry Making Workshop."
- This will be a hands-on program where you'll explore the beauty of Florida's beaches and turn seaside finds into wearable art.
- The FOS has developed and implemented the "Low Sensory Hour."
- This program is designed exclusively for neurodiverse individuals and their families who may find traditional visiting hours overwhelming.
- The first offering of this program will be held on Dec. 13th at 8:30am.
- The FOS research team is excited to announce that they have been able to unlock the genetic secrets of Florida's seagrass.
- Scientists can now study every gene in this vital plant species (Shoal Grass).
- Helps identify which genes aid the plants resist stress or disease.
- Guide smarter conservation and restoration projects to support the health of our local estuaries.
- The FOS are 1st in the world to unlock the genetic secrets to the Florida Seagrass.

D. Historical Society Update

Ales Day, Vice President, Guest Experience

- Power Point presentation provided.
- The Adventure Starts Here
- The King Tut Opening at the Elliott Museum
- The Faberge' Egg Opening at the Elliott Museum, March 11, 2026.
- "Crowned in Jewels: The Faberge' Imperial Egg Collection.
- A breathtaking exhibit featuring 50 meticulously crafted replica Faberge" Imperial Eggs.
- With only 50 Imperial Eggs ever made, this rare collection of replicas captures the beauty and grandeur of history's most luxurious Easter tradition.
- Upcoming Events at the Elliott Museum include:
- Dare to Discover it all- Wonderful Things... The Return of King Tutt.
- The King Tutt exhibit will be available through April 30, 2026.
- Reflections on Russia: Everyday Life to Imperial Opulence, Nov. 21st from 1:30pm -3:00pm.
- Legends of the Highway afterparty at the Elliott Museum Nov. 23, 2025, at 3:30pm.

- The movie premier is sold out, but space is still available to join the after party.
- The admission is \$20.00 at the door.
- It will be an evening full of culture, music, and mid-century flair.
- Admission includes:
 - Entrance to the after party.
 - Hors d'oeuvres and cash bar.
 - Full access to the Elliott Museum with all exhibitions open to explore.
 - The grand opening of the Highwaymen: From the Street Corner to the Smithsonian, showcasing over 60 original Highwaymen paintings.
 - Guest will also get a chance to view the stunning Highwaymen painting valued at \$8,000.00 that the Elliott Museum is raffling off on Feb. 13th.
- Dec. 2, 2025, from 1:00pm – 3:00pm - Behind the velvet curtain for an insider's look at how the breathtaking replica Faberge' eggs came about.
- Dec. 4, 2025, from 1:30pm-2:30pm -Lecture by Eliot Kleinberg on Civil War in Florida? Believe it!
- Dec. 9, 2025, at 1:00pm - How the Treasure Got its Name: - Lecture with Al Simbritz, Historian.
- Dec. 17, 2025, at 1:00pm – Paint the Season Bright with Laura Tarquinio's Painted Ornaments Workshop.
- Promotional video shown at the conclusion of the TDC meeting.

ACT Action Items

A. FCPN Event Application

- Frank Fender Moved to approve Florida Career Pathways Network, (FCPN) request for advertising reimbursement of \$4,000.00. (Tier 2 sponsorship level)
Rob Steele 2nd the motion
- (7 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent & Ed Griffith abstaining from the vote.

B. 2026 TDC Meeting Schedule

- **Proposed Meeting dates:**
 - Jan. 14, 2026
 - March 11, 2026
 - May 13, 2026
 - July 29, 2026
 - Sept. 16, 2026
 - Nov. 18, 2026
- Patty O'Connell Moved to approve 2026 TDC Meeting dates as proposed.
Frank Fender 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified

C. Strategic Plan Final Review Nerissa Okiye, Director of the Office of Tourism & Marketing

- PowerPoint presentation on the Strategic Plan for the Office of Tourism & Marketing provided.
- TDC members decided to vote on the sections of the plan individually.

- Christopher Vitale Moved to approve the proposed Marketing & Sales section to include the KPL's & Strategic Initiatives as presented.
Frank Fender 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent.
- Frank Fender Moved to approve the proposed Destination Management section to include the initiatives as presented.
Patty O'Connell 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent.
- Frank Fender Moved to approve the proposed Partnership & Community section to include the initiatives with the addition of the drive industry & innovation through leadership section returned and the deletion of the Resident Sentiment analysis survey.
Christopher Vitale 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent.
- Frank Fender Moved to approve the proposed Organizational Excellence section to include the initiatives as presented.
Patty O'Connell 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified with Nimesh Patel absent.
- Ms. Okiye gave a final recap on the steps and process and how we got to these stages of the Strategic Plan Strategies.

OTM Office of Tourism & Marketing Update

- **Ecotourism Program Update** **Emily Dark, Senior Environmental Resource & Ecotourism Program Manager**
- **Ecotourism Program Update** **Anna Grace Agnini, Environmental Resource & Ecotourism Program Manager**
- PowerPoint presentation provided.
- Example of past tours -
 - Sea Turtle Recap Walk
 - Creepy Creatures Nature Walk
 - Stories of the St. Lucie Walk
 - Sunset Nature Walk
 - Marvelous Mangroves Nature Walk
 - Wetland Birding Tour
- Upcoming events-
 - *Looking Forward*
 - **Everything Is Not As It Seems: Nature's Misnomers Hike**
 - Nov. 20, 2025 @ 9:00AM Halpatiokee Regional Park
 - **Birdsong & Breeze: Morning Walk on the Green River Parkway**
 - Dec. 2, 2025 @ 9:00AM Green River Park
 - **Cat Tales: Florida's Native Felines**
 - Dec. 6, 2025 @ 9:00AM Atlantic Ridge Preserve State Park
 - **Mysterious Mushrooms Nature Walk**

- Dec. 8, 2025 @ 9:00AM TBD
- **Explore Natural Martin Seasonal Birding Series: Florida Beaches**
- Dec. 18, 2025 @ 8:30AM – Santa Lucea Beach
- **Explore Natural Martin Seasonal Birding Series: Indian River Lagoon**
- Jan. 15, 2026 @ 9:00AM – Indian Riverside Park
- **Winter Wildflower Wander**
- Jan. 27, 2026 @ 9:00 AM -Halpatiokee Regional Park
- **Explore Natural Martin Seasonal Birding Series: Ancient Scrub**
- Feb. 9, 2026 @ 8:30 Am – Savannas Preserve State Park, Hawks Bluff Trail
- **Promotional Materials:**
- Monthly flyers sent to the hotels to update visitors about our upcoming programs and how they can sign up.
- Programs will be scheduled every:
 - 1st Saturday
 - 2nd Monday
 - 3rd Thursday
- Other events will be added throughout the month.
- Explore Natural Martin Upcoming Events flyer listing the recent Ecotours displayed.
- **Leave No Trace Gold Standard Hospitality**
 - Explore Natural Martin team are working with interested hotels to become LNT Gold Standard Hospitality Certified.
 - This designation will demonstrate hotel's commitment to:
 - Practicing Leave No Trace
 - Encouraging guests to follow LNT during their stay.
 - Incorporating impactful sustainability practices.

- **Public Relations Update of Tourism & Marketing**

Ian Centrone, Deputy Director of the Office

- PowerPoint presentation provided.
- Recent PR results:
 - 50+ print & digital placements
 - 677 million impressions
 - \$6.6 million + est. media value
 - Travel & Leisure
 - Flamingo
 - Travel Pulse
 - msn
 - Stacker
 - Tampa Bay Times
 - Money
 - Southern Living
 - Yahoo!

- PR Coverage:

- Recent Coverage Examples
- Travel + Leisure – “Florida’s Best-Kept Secrets: 20 Hidden Attractions to Explore.”
- Blowing Rocks Preserve
- World Atlas – “11 Small Towns In Florida To Visit For a Weekend Getaway”

- Stuart named in above article.
 - Orlando, The City's Magazine – “4 Easy Fall Getaways From Orlando” – Martin County listed.
- **FAM TRIPS:**
 - Wheel the World - @TheLizzyO – Nov. 12-16, 2025, with 500K+ Followers, target markets are Wheelchair / Family, Travel and Lifestyle.
 - UK FAM – Robin McKelvie – Dec. 10-13, 2025, writing for “The National (Scotland) with target markets – International Travel.
 - German FAM – Martina Engler – Feb. 24-26, 2026, writing for Visonen with target markets – Eco-Friendly Lifestyle, Travel and Wellness.
 - Canadian FAM – Ada Yacobi – April 17-19, 2026, writing for FAJO Magazine with target markets – Luxury Experiences, International Travel.
 - **Campaigns:**
 - **Flavor South Florida – Treasure Coast**
 - Officially sponsored Flavor South Florida, the largest restaurant month program in the USA – established in 2007.
 - Ran throughout the month of September.
 - Helped expand across Martin, St. Lucie, and Indian River Counties.
 - Martin County statistics -
 - 15 Restaurants participated.
 - 3330 Meals sold.
 - \$134,841 Total Revenue
 - 63 Media Mentions.
 - Estimated Media Value: \$3.2 Million.
 - **Flavor South Florida coverage-**
 - msn – “Flavor South Florida returns with record-breaking restaurant lineup, budget-friendly menus.”
 - Food&Beverage – “Delicious Deals Await: Flavor South Florida Returns This September with 101 Restaurants Offering Prix Fixe Menus” – North Palm to the Treasure Coast.
 - **Satellite Media Tour (SMT)**
 - Martin County was one of just two destinations selected to join VISIT FLORIDA's Satellite Media Tour (SMT) for National Thrive Outside Day on Oct. 9.
 - Travel expert Jennifer Broome highlighted Martin County's 22+ miles of uncrowded beaches, 115,000 acres of parks and conservation land, and diverse range of outdoor adventures.
 - She completed 25 interviews across national and local broadcast in key markets including Chicago, Philadelphia, Boston, and more – garnering over 14 million impressions.
 - **Domestic Media Mission – Nashville and NYC Oct. 13-17, 2025.**
 - Martin County was one of seven destinations selected to join VISIT FLORIDA's 2025 Domestic Media Mission (along with St. Pete, Fort Myers, Destin-Fort Walton, Crystal River, Marion/Ocala, and Sebring)
 - From Oct. 13-17, we visited Nashville and NYC and met with a range of journalists, magazine editors, bloggers, social media influencers, and more during curated events.

- VISIT FLORIDA and their agency is in talks with multiple attendees for the 2026 FAM Trips.
- **Treasure Coast Wine, Ale & Spirits Trail Festival 2025**
 - Dec. 13, 2025, from 12:00pm-4:00pm
 - Festival will be held at Summer Crush Vineyard & Winery
 - Tickets are \$30.00 in advance / \$40.00 at entry / \$10.00 for general admission with no tastings included.
 - For the entry fee you will get –
 - Unlimited tastings.
 - Live Music.
 - Food trucks.
 - Vendor Market.
 - Family-Friendly Fun.
- **Awards & Recognition:**
 - Magellan Awards – Travel Weekly
 - Gold Magellan Award – Best Destination Marketing Campaign Category – “A.I. Means More Here”.
 - MarCom Awards – Association of Marketing and Communication Professionals
 - Platinum MarCom Award – Video Series Category – Explore Natural Martin Video Series.
 - Platinum MarCom Award – Native Marketing Campaign Category – “Where A.I. Means Authentic Inspiration”.
 - Gold MarCom Award – Integrated Marketing Campaign Category – “A.I. Means More Here”.
 - Gold MarCom Award – Niche Advertising Campaign Category – “Sea Where Art Takes You”.
 - Native Content:
 - Flamingo – Martin County: Where AI Means Authentic Inspiration., Active Immersions, Artistic Inspiration, Alluring Invitations.
- **OTM Update** **Nerissa Okiye, Director of the Office of Tourism & Marketing**
 - **TravelPulse: 40 Under 40** -Ian Centrone, Deputy Director of the Office of Tourism & Marketing.
 - TravelPulse’s annual 40 under 40 is a prestigious program that recognizes and celebrates the rising stars who are shaping the future of travel.
 - Each year, the industry nominates someone they believe deserves the honor. From there, 20 travel advisor and 20 travel suppliers under the age of 40 will be selected by the team at TravelPulse.
 - Other honorees include employees of travel brands like Visit New Orleans, Royal Caribbean, Westin Hotels & Resorts, Visit Ft. Myers and more.
 - **Destinations Florida** – Ms. Okiye named as the incoming Chairwoman of this board.
 - Destinations Florida serves as the single unifying voice for all of Florida’s destination marketing organizations, providing insight and direction as we face new challenges marked by an increasingly competitive tourism marketplace. Organized in 1996, Destinations Florida strives to increase the overall effectiveness of Florida DMO’s destination marketing efforts. The mission is to enhance and encourage the success of Florida’s destination marketing organizations through education, collaboration,

- networking, and professional guidance in developing public appreciation and respect for the value of tourism marketing.
 - The next annual meeting will be held Oct. 14-16, 2026, at the Hutchinson Shores Resort & Spa.
- **Industry Training and Development: AI Accelerator Series**
 - This three-part AI Accelerator Series will be offered virtually in partnership with Miles Partnership.
 - Jan. 5, 2026 – AI Foundations: A strategic overview of the current AI landscape and how it can be leveraged in tourism and small business contexts.
 - Jan. 19, 2026 – AI Live Lab: Live demonstrations of curated AI tools for content generation, image editing, itinerary building and more.
 - Jan. 26, 2026 – Office Hours: An open Q & A session with AI strategists to address participant questions and emerging industry developments.
- **Hidden Disabilities Sunflower Initiative –**
 - Discover Sunflower-friendly places.
 - Route planner.
 - Start onboarding partners shortly.
- **Leave No Trace Gold Standard Hospitality Program** – recap of Emily Dark’s presentation earlier in the meeting.
- **New Financial Reporting**
 - Spreadsheet reflecting FY 17-FY26 OTM Budget, Total Collections, Percent of collection to OTM, Percent different between collections and budget.
 - Sports Commission contract is included in the OTM budget but funded from the dedicated TDT category.
 - FY 20 the Martin County Tourism Ordinance was changed after three capital improvement projects were nearing the completion stage. In addition to moving an unused funding from category C. Capital to category A. promotions. This ordinance also capped the amount of funding from 55% of all bed tax being allocated to beaches and inlet to a flat rate of \$400K for beaches and kept the original cap of \$500K to the inlet. At the time of this change this reduced category D. Beaches and inlet to 43.76% and increased promotions to 44.24%.
 - FY21 \$1 million in CARES funding created the ability to have a rolling fund balance.
 - Currently for FY26 the TDT allocation are estimated to be divided up with category A promotions at 65.7%, category B Sports Promotion at 12% and category D at 22.3% based on forecasted collections.
 - The Tourism funds not allocated as part of the budget are maintained in an interest-bearing account, all interest received from this are part of the fund balance.
 - Ms. Okiye will come back to the TDC with a 10-year graph on the financial reporting.
- **Legislative Update: -**
 - None given at this time.

COMMENTS

A. TDC MEMBERS –

- TDC Member, Rob Steele would like to meet with Ms. Okiye and Mr. Centrone in order to discuss building up the “off season” months and helping to increase hotel bed nights during that time.
 - Mr. Steele, would like us to move to a 12 month tourist season without an “off season”.
 - Mr. Steele would like us to expand our marketing for the summer months.
 - Mr. Steele would like us to offer promotions in the summer months.
 - Promote indoor events during the hot summer months.
 - Promote water related events during the summer months.
 - Mr. Steele would like to challenge the industry to support a greater summer attendance.
 - Ms. Okiye confirmed that she would be happy to meet with Mr. Steele to discuss ideas and options.
 - Ms. Okiye confirmed that this past summer, the Office of Tourism & Marketing had a “Locals Only” campaign for the first time and it had mixed results.
 - Ms. Okiye noted that all participants, vendors, shop owners, restaurants etc. can always add their promotions to our website all year long and we can promote them out via www.discovermartin.com
 - Ms. Okiye stated that the Office of Tourism & Marketing always does a summer campaign and that all ideas are welcomed for consideration.
 - Ms. Okiye mentioned that getting the local industry partners to participate is always a challenge.
- TDC member, Patty O’Connell stated that her shop, Gumbo Limbo in Downtown Stuart had good results from the “Locals Only” campaign. She mentioned that the promotion she gave was well received and utilized often.
- Chairwoman Hetherington stated that the “Locals Only” campaign was a great campaign.
- TDC member, Christopher Vitale stated that the “Locals Only” campaign was a great campaign, and he feels that the more industry professionals that participate in campaigns like this one will in turn result in more people using the campaign. He feels that the more business participates, the better it will be for all that are participating in it.

B. Staff Comments

- **None**

C. Public Comments

- Mr. Gary Ehrler came forward to note that for 2025, not all of the TDC agenda’s and or minutes are posted to the internet.
- Ms. Okiye met with Mr. Ehrler and told him that we would quickly rectify the missing agenda’s and or minutes to the web and she would send him copies of all for 2025 to him via email.

CHAIR'S CLOSING

Next Meeting Date – Jan. 14, 2026,
Chambers

BOCC

ADJOURN

- Meeting was adjourned at 5:13 PM

Sally Beyn 11/17/2025

Sally Beynon, Tourism Project Coordinator Date

Name & Title of preparer
Stacey Hetherington 12-2-2025

Stacey Hetherington, Chair Date

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