



2401 SE Monterey Rd.
Stuart, FL 34996

Martin County Tourist Development Council Minutes

Doug Smith
Frank Fender
Christopher Collins
Tammy Calabria
Nimesh Patel
Patty O'Connell
Ed Griffith
Robert Steele
Christopher Vitale

Wednesday, JULY 10, 2024, **3:00 PM** **Commission Chambers**

CALL TO ORDER

- Meeting was called to order at 3:00 PM
- Roll call was taken- Frank Fender was absent, Patty O'Connell arrived at 4:20PM

WELCOME

MINU APPROVAL OF MINUTES

- Robert Steele Moved to approve minutes of May 8, 2024, meeting.
Christopher Collins 2nd the motion
- (6 – 0) Motion was **approved**/denied/modified

ONGO Ongoing Business

A. Financials

- PowerPoint presentation provided
- Financials discussion

Shannon McCarthy

PRES PRESENTATIONS / UPDATE

A. Treasure Coast Sports Commission – Play Treasure Coast

- 3 events in Martin County
- Fl. Half Century Sr. Softball event this past weekend
- This is the 3rd year for this event and the 1st year held in MC
- They will be back 5 times next year
- Hutchinson Island triathlon
- Sailfish splash softball tournament
- New events –
- In conversations with a sports soccer group
- New event going to take place at Johnathon Dickenson State Park

Rick Hatcher, TCSP

- **25 k and 50 k adventure race held at the State Park**
- **Will be hosting the FI. Sports Foundation Sports Summit and it will be held in June 2025 at the Hutchinson Shores**
- **They will arrive on a Sunday night and leave on Thursday morning.**
- **Will be able to highlight our venues.**

B. Arts Council

Kailene Chua Development & Marketing Coordinator

MARTINARTS

- PowerPoint Presentation
- Current exhibition
- Stuart High School Arts Center – 100 Years Old celebration
- Developing operating plan
- Summer tours will be paused until the fall
- Celebrating the 45 anniversary of Martin Arts
- Annual gala event
- Saving the arts in Martin
- State of Fl. Vetoed all funding for the arts
- Looking for new revenues of support and may be forced to cancel some programs

C. Florida Oceanographic Society

Anthony Brunet, FOS

- Visitation, May- June were down from 2023
- Location was closed for maintenance for a week
- July 20th will be celebrating the 60th anniversary
- Working on special merchandise
- Celebrating estuaries day in Sept.
- Community Engagement
- Intl. Ocean Film Festival in June at the Lyric Theatre – sold 300 tickets
- Sea turtle nest excavations w EAI
- Free to the public
- All ages welcome
- Sunrise Beach Walks, Science and sea turtles to start in August
- Current health of the environment
- In the raining season and the habitat isn't great due to run off
- Lake O updates
- Advocacy coordinator introduced and gave an update
- Went up a foot with the big rain event last month
- Some back pumping into lake o
- Did not get any discharges
- Losum – manual is coming into play
- Large plume of algae visible on the lake
- Active hurricane season is predicted so keeping a close eye on that
- Lake O does not have the greatest water quality

- **In the news –**
- Gov. signed HB 321 which is a ban on release of balloons

ACT ACTION ITEMS

A. Public Records Training Sangeeta Maragh, Public Records Supervisor

- Sangeeta presented the public records process and requirements
- Public Records training
- PowerPoint presentation provided
- Public Training Acknowledgement forms handed out for each board member to sign and date and return to our office

OTM Office of Tourism & Marketing Update

Ecotourism Program Update

Emily Dark/Anna-Grace Agnini

- PowerPoint presentation provided
- July update
- Update of programs since the last TDC *refer to slideshow
- Have hit over 1110 participants in the Eco Tourism programs
- Looking forward
- Promotional materials – provided to the hotels
- Summer sea turtle programming – collaborating with EAI
- Hosting our 4th this week *June – July walks
- Will continue the excavations throughout July
- Trail Towns program associated with DEP
- Florida Society of Ethical Ecotourism – became a member
- Florida SEE.org
- Growing our partner list with different stake holders
- Dupuis discussion
- Dark night event opportunities discussion

Public Relations Update

Ian Centrone

- PowerPoint presentation provided
- Recent PR results
- Recent PR Coverage Examples
- PR Coverage
- FAM Visits
- Claire Sibboney Canadian influencer
- Chatelaine – get influencers name from powerpoint
- Satellite media tour *2nd one
- Kinga Phillips was the host secured via Visit Florida
- Adam Edwards – freelancer from the UK
- Writing 2 features from his stay
- Summer savings campaign -more regionally focused working with local business to post their deals and specials
- Summer intern
- Studying at IRSC – in Tourism & Hospitality

DestinationNEXT Progress update

Nerissa Okiye

- Goal of 100 participants we hit 102 fully completed with 42 partially completed surveys

- This week going through the strategic plan project timeline
- They will come in and have a planning session vision session
- Plan to bring them in to the next TDC meeting

- **OTM Update**

Nerissa Okiye

- PowerPoint Presentation provided
- Update on the Travel agent program
- Nerissa Okiye attended the travel leaders summit with 1500 travel agents
- Travel leaders network FAM trip – had a US Travel Agent group FAM come in
- Travel Agent Program –
- 21 UK based Travel Agents
- International cruise and stay
- Thoughts Leadership and Development – Emily Dark is now on the Board
- Anna-Grace is enrolled in STS Marketing College
- Nerissa Okiye is invited to be on a panel at the TTRA in Burlington VT
- Asked to be on a panel at Destinations International
- Tracking – Visitors spending
- Benchmarking spending in Martin County
- Pacing data – looking 3 months back to 6 months ahead
- Discussion on the arts and cultural shortfall due to the State vetoing all funding for the arts
- Thoughts on if the TDC can help with the advertising funds for the art/cultural centers to help with their shortfall from what they would normally get from the State
- Doug Smith- should we as a TDC be looking at a 1 year assist for the arts/cultural sector
- Or if it's not a priority, then we won't do anything this year
- Rob Steele – Arts and culture are responsible for putting heads in beds in Martin County
- Tammy Calabria- volunteers have been surveying their visitors, as to where they are staying etc.
- Marketing will get cut when money from the State is held back
- Ed Griffith -huge burden to lay at the feet of the TDC
- There are governing bodies that could take this on
- With hotels being down too, everyone needs help
- Nerissa Okiye- looking at keeping it solely as a marketing grant
- If we can tie it back to visitation
- Currently this is all just discussion
- Nimesh Patel – if we could measure it into room nights it might be something we could work with

- **Legislative Discussion**

Nerissa Okiye

- Vacation rental bill was vetoed at the last minute HB 280

COMMENTS

A. TDC MEMBERS –

- None

B. Public Comments

- None

CHAIR'S CLOSING

Next Meeting Date – SEPT 18, 2024,

BOCC Chambers

ADJOURN

- Meeting was adjourned at 4:46 PM

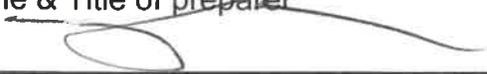


7/10/2024

Sally Beynon, Tourism Project Coordinator

Date

Name & Title of preparer


Doug Smith, Chairman

Date

Name & Title

ADA

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