



2401 SE Monterey Rd.
Stuart, FL 34996

Martin County Tourist Development Council Minutes

Doug Smith
Frank Fender
Merritt Matheson
Tammy Calabria
Nimesh Patel
Dan Brady
Jonnie Wall-Flewelling
Ed Griffith
Robert Steele

Wednesday, July 14, 2021

3:00 PM

Commission Chambers

CALL TO ORDER

- Meeting was called to order at 3:06 PM
- Ed Griffith was absent
- Jonnie Wall-Flewelling arrived after roll call

WELCOME

MINU APPROVAL OF MINUTES

- Moved to approve minutes of May 12, 2021 meeting by Doug Smith
Motion was seconded by Merritt Matheson
- (7- 0) Motion was **approved**/denied/modified

ONGO Ongoing Business

A. Financial Update

Shannon McCarthy

- PowerPoint presentation
- Explanation of year to year collections. 17 % increase from May 2020 to May 2021
- 17% increase overall YTD
- Showing signs of a healthy summer

ACT ACTION ITEMS Part 1

- A. Approval of the Treasure Coast Sports Commission Annual Contract
Dan Brady motioned to approve the request
Frank Fender seconded the motion
(7- 0) Motion was **approved**/denied/modified

PRES PRESENTATIONS / UPDATES

A. Arts Council

Nancy Turrell, ACMC

- Creating a Vibrant Arts Campus presentation
- Horizon’s Exhibit

B. Marine Industry

Michelle Miller, MIATC

- Workforce Development project
- No-Trade Discussion
- Project Lift
- Waterway Clean up

C. Sports Commission

Rick Hatcher, TCSP

- The Treasure Coast was host to America’s Qualifier for baseball that was streamed to over 73 countries and it continues to grow.
- Update was given on the Babe Ruth Softball and Cal Ripken World Series; 36 Teams are expected for the event including a team from Hawaii

ACT ACTION ITEMS Part 2

- A. Strategic Planning Session / Brian London

TDC Comments:

- Nimesh Patel: we need to be better organized in Martin County when it comes to overlapping events.
- Doug Smith: we need more focused advertising all year round, not just during the winter

OTM Office of Tourism & Marketing

- A. Public Relations Update**
- B. OTM Update**

**Ian Centrone
Nerissa Okiye**

COMMENTS

- A. PUBLIC**
- B. TDC MEMBERS**
- C. STAFF**

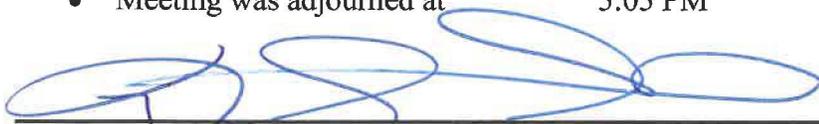
CHAIR'S CLOSING

Next Meeting Date – November 10, 2021

BOCC Chambers

ADJOURN

- Meeting was adjourned at 5:05 PM



Kathleen Boden, District 1 Executive Aide

10 / 02 /2021

Date

Name & Title of preparer



11/2/21

Doug Smith, Chairperson

Date

Name

ADA

This document may be reproduced upon request in an alternative format by contacting the County ADA Coordinator (772) 320-3131, the County Administration Office (772) 288-5400, Florida Relay 711, or by completing our accessibility feedback form at: www.martin.fl.us/accessibility-feedback