



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, May 13, 2020

3:00 PM

Armstrong Room, Blake Library

CALL TO ORDER

- Meeting was called to order at 3:03 PM
- Roll call was taken
- All members present

WELCOME

MINU APPROVAL OF MINUTES

- Merritt Matheson Moved to approve minutes of Feb. 5, 2020 meeting
Dan Brady 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified

UNFI UNFINISHED BUSINESS

A. Financial Update

- PowerPoint on financial status presented

Shannon McCarthy

NEW NEW BUSINESS (Action Items)

A. COVID-19 Impacts on the Tourism Industry

- Index-National Funding's

B. Public Relations Throughout COVID-19

- Shift in communication strategy
- Rebrand "Protect our Paradise" creating new content
- Targeted Blog content
- Guide to Social distancing -Vacation at home

- PR Coverage – virtual travel
- Blog coverage
- Local stations
- Beach Cams
- PR Coverage - continued
- Prior to Covid – hosted 2 FM Travels – Orlando Magazine & Jacksonville Magazine
- Retargeting Strategy
- Working on a new campaign “Escape Aspect”
- Trips data – National, Florida, County
- Average road trip will be under 500 miles @ 484 miles
- For every dollar spent in the county from tourists, .65cents stays local in Martin County
- Martin County has the highest year over year County growth
- #29 of 67 counties

C. Reviewing the data

a. Arrivalist Presentation –

- Crisis recovery
- 40 destinations throughout the US
- Daily travel index is free and updated daily
- Live and Breathe Tourism
- N. America – International, then parks /zoos
- Relevant – 120 million devices tracking in the US
- Rigorous criteria
- 50-mile road trip
- Drive Markets-crucial
- DTI- Daily Travel Index – methodology-two tools
- Understanding the mobility of in-state drivers
- Now seeing increase in mobility since the end of April
- Trip Data from Martin County-
- Trips (50 miles) /overnights
- April Data will be released May 15th
- Which States the visitors come from & how long is their stay
- Roll out of all to adapt to changing markets
- Comm. Smith -recommend when looking @ data, May 8th opening of MC Beaches
- Recommends 100-110 miles to encompass Miami-Dade
- Rob Steele – opening other beaches before neighboring counties policy?
- Open/open restricted/residential only
- Tammy Calabria- # of respondents?
- Where is the data being collected?
- 120 million devices (2019) Pings (destination)
- Over 200K to MC – 50 miles, or 2 hours
- Data sourced from apps on smartphone
- Adult only – 18+ -identity graphs
- Probabilistic apps – email, etc.
- Next steps: budget options- PowerPoint presentation
- April Financials not out yet
- Watching closely, good estimates for FY21
- Tammy Calabria – more affordable /free options?
- (APR) packaging more affordable options?

b. Smith Travel forecast

D. Treasure Coast Recovery Plan

E. Martin County Recovery Campaigns

- 5 Phases of recovery
- Safe for visitors to return
- Healthy Travel Tab
- Travel Intent through September
- Focus-Top level markets
- Spend analysis-sales amounts/value
- 26% room inventory has beach access
- Miami-June 2020-open
- Support Locals, amplify City of Stuart

F. Next Steps and Budget options

G. Treasure Coast Sports Commission Update

Rick Hatcher

- TCSC Website has a Covid Page
- Events and status
- Event - March Marathon Completed
- Temporary Fencing arrived
- Parks and Recreation is in the process of assembling the fencing

COMMENTS

A. PUBLIC

B. TDC MEMBERS

- Merritt Matheson- City of Stuart is trying to help with outdoor seating issues
- City will not be hosting the 4th of July Fireworks
- Dan Brady – March/April there was a 70% drop in pending closing sales
- Shortage of homes for sale
- Inflation 2025-2030
- 6 months out before we truly will know the look of the small businesses that closed permanently
- Commissioner Smith – We collectively worked on a formula/strategy cornerstone to our brand, we are losing it
- Anchor restaurant in Sewall's Point is closing permanently
- Encourage to continue to support local restaurants
- Thrilled about hotels
- Frank Fender- Focused on whatever is needed to get people back
- Rob Steele – we will emerge better than ever, need to reinvent ourselves
- The Elliott will offer free after admission first 30 days after reopening
- Nimesh Patel- Bed tax – not as big as we think
- 3 hotels – 30-40% capacity right now

- Attractions – somewhat
- 50% of his business is work related-quick rebound
- Tammy Calabria – Opportunity to foster relationships, collaborate and complete projects
- Children's Museum hopefully will open July 1st
- Cross promotion/co-branding-whatever they can do to assist
- Ed Griffith – Shout out to the Commissioners and the County staff on a great job
- Pace for future dates – steady, growing
- Very optimistic - love marketing piece
- 181 employees at his hotel were laid off, now it's down to 80

C. STAFF

CHAIR'S CLOSING

Next Meeting Date – June 3, 2020

Armstrong Room, Blake Library

ADJOURN

- Meeting was adjourned at 5:25 PM



6/10/2020

Stacey McKindles, Executive Aide

Date

Name & Title of preparer



6/11/2020

Doug Smith, Chairperson

Name

Date

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

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.