



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, Jan. 13, 2021

3:00 PM

Commission Chambers

CALL TO ORDER

- Meeting was called to order at 3:00 PM
- Roll call was taken-
- Tammy Calabria was absent

WELCOME

MINU APPROVAL OF MINUTES

- Dan Brady Moved to approve minutes of Nov. 19, 2020 meeting
Jonnie Wall-Flewelling 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified

New NEW BUSINESS / ACTION ITEMS

- A. Parks & Recreation Update Kevin Abbate
- Sailfish Sands Golf Course update
 - Open reversable 9-hole course is a par 3 in either direction and family friendly
 - Parking lot being re-done & landscaping being done currently
 - Working on agreement with Top Golf tracer technology for the driving range
 - There will be a glow range = illuminated golf balls for glow in the dark use hopefully by April
 - Next will be work on building the clubhouse, with 20 hitting bays
 - FY22 will focus on work on the gold and blue course improvements
 - Phipps Park upgrades
 - Camping sites now up to 100
 - Shoring up the shoreline
 - Adding an additional pier with deck
 - Added WIFI throughout the entire park
 - Added "Adventure Tents" for tent camping

- Plans to build a new general store
- Timer Powers Park
- Early stages of expansion
- Would like the park to be event driven
- Would like to add RV Site power pedestals in the park
- Looking to bring in dog shows which includes participants using RV's so bed tax will be generated
- Boat ramps upgrades
- Sandsprit park is in the permit/evaluation phase and it will be redesigned
- BOCC gave Parks & Recs dollars to revamp 5 boat ramps
- The Revamp process from start to finish takes 2 years
- Stuart Beach upgrades
- The Seaside Café has a March target date to open
- Built a tiki bar as part of the café experience and moved the recently renovated restroom building right next to the Café
- The parking lot is also being redone with additional spaces
- Pineapple park has a new playground and it will be a "covered" playground, the cover has not yet been assembled
- Indian Riverside Park – the Army Corp of Engineers has issued a permit to repair the seawall that protects the Mansion at Tuckahoe
- Added a paved parking lot connecting the US Sailing Center to the Mansion as part of the TDC CIP Grant awarded to the US Sailing Center
- 1st floor of the Langford Pavilion is being renovated to include a Brides and Grooms Room, an open sitting area and the offices will be moved around, and a small concession is in the works
- Chastain Beach is having the restrooms renovated
- Charlie Leighton Park- using the master site plan, they plan to take the athletic field off of the river and move it to Citrus Grove Park
- By removing the athletic field, it will create an open area, additional parking and a community center
- The County now owns a 4-acre parcel of property that was once the home to South River Outfitters
- Parks & Recs would like to convert this property to a dog park

B. Legislative Priorities

Nerissa Okiye

- **Stop Expansion of Uses of Tourist Development Taxes**
- **Funding for Visit Florida**
- **Trade Secret Public Records Exemption**
- **Springs, Aquafer and Coral Reefs Protection**
- Frank Fender Moved to adopt the Legislative priorities as stated
- Merritt Matheson 2nd the motion
- (8 – 0) Motion was **approved**/denied/modified

PRES PRESENTATIONS / UPDATES

Nancy Turrell

- **Arts Council**
- Clyde Butcher exhibit at the Gallery
- Gary Gresko sculptures as part of Art in Public Places has placed 5 contemporary sculptures around the gazebo

- Artsfest update – Being held Feb. 20, & 21st 10:AM-5:00PM
- Admission \$5.00 Daily, 18 & under, free
- Artsfest is going virtual with ArtsFest at home which will bring the Chopped competition to life, hands on kids' projects from their partners as well as an artist marketplace for browsing and buying
- In Person & ArtsFest at Home
- Artists Booths will be 10 feet apart
- Gazebo Stage – Shakespeare's A Midsummer's Night Dream & Live entertainment featuring world cultures
- Food trucks
- Working with MCTV for a virtual version of the "Chopped" event
- Working with Ian Centrone on the locally sourced "Hidden Glass Turtles" scavenger hunt & give away
- On the virtual event site, you can watch performances, check out the culinary arts, make a donation or purchase art from an artist there will be live stream & recorded videos for the culinary & performing arts
- Kids at home activities
- Check in at ArtsFestStuart.org

- **Treasure Coast Sports Commission**

Rick Hatcher

- The sports commission has successfully negotiated a 2 year extension of the FHSA Swimming & Diving championship that occur the 1st 2 weekends of November each year
- The Swimming Championship garnered \$750,000.00 in revenue to the area and generated 2200 room nights in spite of the Covid pandemic
- Holding a Lacrosse tournament at Halpatioke park this weekend, this event came to us due to not being able to be held at their regular venue due to COVID
- The Lacrosse tournament director will also be adding another event
- There will be an upcoming soccer event
- The Marathon of the Treasure Coast is on schedule for the first of March
- The Babe Ruth event dates have been confirmed and a handout with the upcoming dates was shared
- In Jan. there will be 2 sports events
- In Feb. there will be 2 sports events
- In March there will be 5 sports events
- The Florida Sports Hall of Fame Museum is relocating to the "Mid Florida Events Center" formerly known as the Port St. Lucie Civic Center
- The Museum will hold its grand opening on March 4th
- There will be 31 different types of sports represented at the museum

- **Public Relations and Marketing Efforts**

Ian Centrone

- PowerPoint Presentation
- Martin Together Campaign update using CARES funding
- Used Bandwango x Martin together Pass program
- 1. Get your pass on your phone
- 2. You will receive a text
- 3. Redeem your prizes from the OTM per the number of check ins
- The passes can be tailor made
- Current pass for venues & businesses
- Next may be a pass for Arts & Cultural Trail
- The Hidden Turtles scavenger hunt will be launched before ArtsFest
- There will be raffle tickets to purchase in order to have a chance to win a larger glass turtle bowl
- Overview of Dec. FAM trips results
- Overview of Oct. RV FAM trips results

- Nerissa introduced Nick Breeding, the Managing Director of the West Palm branch of the Moore Agency
- The Moore agency is a PR/Communications firm based out of Tallahassee that is on contract with Martin County, so the Tourism Office piggy bagged off of the County contract to utilize the firm with influencer campaigns
- Nick Breeding gave an update on the Moore Marketing Influencer Campaigns
- The Value of engaging with influencers
- Social Media influencers that have a following of anywhere from 10,000 – 50,000 followers are the level of influencer that was brought to Martin County
- The Campaign timeline was very short, basically from just before Thanksgiving to just before Christmas
- The influencers were:
 - Eat Palm Beach
 - Raising Whasians
 - Modern Boca Mom
 - Outdoorsy Diva
 - Champagne Supernova
- Campaign scorecard reviewed with overall campaign engagement at 2.23%

- **CARES Programs Update**

Nerissa Okiye

- PowerPoint Presentation
- Care's Rebound Efforts explained
- Missed Milestones Campaign
- Book Direct Engagement report
- Arrivalist Campaign Tracking explained
- Missed Milestones video
- Martini Ad Campaign
- High end advertising
- FRLA Membership/Seal of Commitment
- FRLA Treasure Coast Chapter, first meet and greet Feb. 4, 2021 to be held at Cobb's Landing 200 N. Indian River Dr. Fort Pierce, FL. 34950
- Digital Marketing Training Program offered
- Sponsored a custom 10-month membership with Visit Florida with 11 businesses participating
- Meeting Rebound Efforts to help rebound the meetings business
- Stuart Reboot worked with Stuart DBA and Stuart Main Street
- Martin Together program
- Hybrid creative to be used regionally and in State

- **Tourism Industry Research**

Nerissa Okiye

- Response to multiple sweepstakes offered
- Both sweepstakes winners, declined the free trip to Florida
- Impact on upcoming travel plans
- Perceptions of Safety and Travel
- Travel Perceptions

UNFI Unfinished Business

A. Financial Update

Shannon McCarthy

- PowerPoint presentation given

COMMENTS

B. PUBLIC

C. TDC MEMBERS

- Jonnie Wall-Flewelling shared news on the opening of the new Hobe Sound Market
- Opening will be on the 30th of the month
- The booths are covered and there is a playground for the kids
- Very convenient to get to, its right off of I-95 on Bridge road
- Frank Fender shared the news of a new playground opened in Sewell's Point
- Commissioner Doug Smith shared that there will soon be a new restaurant opening in the space formerly occupied by Prawnbroker in Sewell's Point
- Merritt Matheson shared that he will be hosting a job fair for the City of Stuart to be held at the 10th Street Community Center
- The job fair will be an in person event
- Ed Griffith shared that over the last 3 years, the Hutchinson Shores & Resort have hosted over 70 influencer and in so doing the Shores has been able to use the creative generated by the influencers visits for advertising and so they have not had to employ a print ad to date that wasn't associated with an influencer campaign
- Staying relevant & keeping your presence is imperative to success
- Dan Brady asked Jonnie Wall-Flewelling for an update on the status of the negotiations with FP & L for control for control of the tours at the Barley Barber Swamp
- Jonnie stated that they are currently waiting on the Plant's permission to run the tour program through the Seminole Inn
- Jonnie Wall Flewelling also shared that she is re-working the Indiantown timeline to reflect more accurately the true historical data of the first settlers to Indiantown and they are updating the timeline mural

D. STAFF-None

CHAIR'S CLOSING

Next Meeting Date – Mar. 10, 2021

BOCC Chambers

ADJOURN

- Meeting was adjourned at 5:35PM


Sally Beynon, Tourism Project Coordinator

1/14/2021

Date

Name & Title of preparer



1/14/2021

Doug Smith, Chairperson

Date

Name

ADA

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