2401 SE Monterey Road
Stuart, Florida 34996

Board of County Commissioners

Agenda Item Summary

File ID: 19-0030 B&C-2 **Meeting Date:** 4/23/2019

PLACEMENT: Board and Committee Appointments

TITLE:

TOURIST DEVELOPMENT COUNCIL APPOINTMENTS

EXECUTIVE SUMMARY:

After the solicitation of applicants, the Board is asked to make two appointments to the Tourist Development Council.

DEPARTMENT: Administration

PREPARED BY: **Name:** Donna Gordon
Title: Executive Aide

REQUESTED BY: Nerissa Okiye, Tourism and Marketing Manager

PRESET:

PROCEDURES: None

BACKGROUND/RELATED STRATEGIC GOAL:

The Tourist Development Council was created pursuant to Section 71.238, General Ordinances, Martin County Code on January 20, 2015.

The Tourist Development Council shall have the following powers and duties:

1. Conduct public hearings to receive information from the public with respect to the effectiveness of the existing tourist development efforts by both public and private agencies, organizations, and businesses and the need for additional or different tourist development efforts.
2. Recommend a method of coordination of existing tourist development efforts by both public and private agencies, organizations, and businesses and of new or additional tourist development efforts to obtain maximum economy, efficiency, and effectiveness of the tourist development efforts in and for Martin County.
3. Identify and recommend methods of eliminating unnecessary duplications in existing tourist development efforts by both public and private agencies, organizations, and businesses and preventing or minimizing such duplications of new or proposed tourist development efforts.
4. Identify and develop new tourist development efforts by both public and private agencies, organizations, and businesses.
5. Create, prepare, and submit to the Board a Tourist Development Plan in the manner meeting the requirements of F.S.125.0104, and, from time to time thereafter, make recommendations to the Board for changes to the Tourist Development Plan.

6. From time to time, to make recommendations to the Board for the effective operation of the special projects or uses provided for in the Tourist Development Plan.
7. Review the expenditures of revenues authorized in the Tourist Development Plan and report to the Board and to the State Department of Revenue as required by F.S.125.0104.
8. Adopt, amend, and repeal rules and to implement the provisions of any ordinance for which it is responsible.
9. Submit an annual report to the Board of its activities and of the issues and progress of the tourist development efforts in and for the County.

Section 71.238 provides that the Tourist Development Council shall be composed of nine members. All members of the Council shall be electors of Martin County at the time of appointment and while serving on the Council. One member of the Council shall be the Chair of the Board or any other member the Board, as designated by the Chair of the Board, who shall also serve as Chair of the Council. The remaining members shall be appointed by the Board and shall have the following representative classifications:

1. Two members who are elected municipal officers, at least one of whom shall be from the most populous municipality in the County.
2. Three members who are owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that are subject to the tourist development tax.
3. Three members who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that are subject to the tourist development tax.

The Tourist Development Council meets in the Commission Chambers every other month at 3:00 PM. The agendas are published to the County's website in a timely manner.

The Board is asked to fill two positions. There is currently a "hotelier" vacancy on the Tourist Development Council. In addition, current Council member Dan Brady's (involved in the tourist industry) term will expire on April 27, 2019. The incumbent was provided an application for appointment to complete and return if he so desired.

An Information Release soliciting applicants for both positions ("hotelier" and "involved") was emailed via Constant Contact to the Outreach Martin and Local Media email lists which includes local Chambers of Commerce, local businesses, local media, and citizens (over 1,500 recipients). The Information Release was also posted to the County's web page under News.

Administration Staff confirmed through the Supervisor of Elections Office that all of the applicants are Martin County registered voters as required.

The Administration Staff will advise all of the applicants of the Commission's decision which includes providing Sunshine Law information to the appointed individuals. If Mr. Brady is not reappointed, the Council requests a letter and Certificate of Appreciation to be signed by the Chair.

ISSUES:

The Board is asked to appoint one individual to the Tourist Development Council for the "involved in the tourist industry" position for a four-year term to begin April 28, 2019 and end April 27, 2023 from the applicants listed below. Voting sheet attached.

Dan Brady (incumbent) Robert Steele Nadeshda Utto

The Board is asked to appoint one individual to the Tourist Development Council for the "hotelier" position for a term to begin April 23, 2019 and end November 10, 2019 (to complete an out-going member's term).

Applications received will be submitted via Supplemental Memorandum.

LEGAL SUFFICIENCY REVIEW:

This item has been reviewed for legal sufficiency to determine whether it is consistent with applicable law.

RECOMMENDED ACTION:

RECOMMENDATION

Move that the Board appoint one individual to the Tourist Development Council for the "involved in the tourist industry" position for a four-year term to begin April 28, 2019 and end April 27, 2023.

Move that the Board appoint one individual to the Tourist Development Council for the "hotelier" position for a term to begin April 23, 2019 and end November 10, 2019.

Authorize the Chairman to sign the Resolution of Appointment and letter/certificate as described under Background, if necessary.

ALTERNATIVE RECOMMENDATIONS

None

FISCAL IMPACT:

RECOMMENDATION

None

Funding Source	County Funds	Non-County Funds
Subtotal		
Project Total		

ALTERNATIVE RECOMMENDATIONS

None

DOCUMENT(S) REQUIRING ACTION:

☐ Budget Transfer / Amendment ☐ Chair Letter ☐ Contract / Agreement
☐ Grant / Application ☐ Notice ☐ Ordinance ☒ Resolution
☐ Other: