



Agenda Item Summary

File ID: 23-0751

CNST-7

Meeting Date: 6/20/2023

PLACEMENT: Consent

TITLE:

TOURIST DEVELOPMENT COUNCIL APPOINTMENT

EXECUTIVE SUMMARY:

After solicitation for applicants, the Board is asked to make the necessary appointment to the Tourist Development Council.

DEPARTMENT: Administration

PREPARED BY: **Name:** Donna Gordon

Title: Administrative Services Program Coordinator

REQUESTED BY: Nerissa Okiye, Tourism Director

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 Administration Staff advised Jonnie/Donna Wall Flewelling (hotelier) that her term will expire in August. She was provided an Application for Appointment to complete and return if so desired; however, she declined.

An Information Release soliciting applicants was emailed via Constant Contact to the Outreach Martin and Local Media which includes local Chambers of Commerce, local businesses, and citizens (over 2,100 recipients). The Information Release was also posted to the County's web page under News.

Administration Staff confirmed with the Supervisor of Elections Office that Mr. Billy Raymond, Jr. is a registered voter as required.

The Administration Staff will advise the applicants of the Commission's decision which includes Sunshine Law information to the appointed individual. A Chair letter and Certificate of Appreciation will be mailed to Ms. Flewelling. The Chairman will sign the letters and certificates.

ISSUES:

None

LEGAL SUFFICIENCY REVIEW:

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

law.

RECOMMENDED ACTION:

RECOMMENDATION

- A. Move that the Board appoint Billy Raymond, Jr. to the Tourist Development Council for a term to begin August 23, 2023 and end August 22, 2027.
- B. Move that the Board Authorize the Chairman to sign the Resolution of Appointment and the letter/certificate for Jonnie/Donna Wall-Flewelling.

ALTERNATIVE RECOMMENDATIONS

Pull this item from the Consent Agenda and direct staff accordingly.

FISCAL IMPACT:

RECOMMENDATION

None

ALTERNATIVE RECOMMENDATIONS

None

DOCUMENT(S) REQUIRING ACTION:

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| <input type="checkbox"/> Budget Transfer / Amendment | <input checked="" type="checkbox"/> Chair Letter | <input type="checkbox"/> Contract / Agreement |
| <input type="checkbox"/> Grant / Application | <input type="checkbox"/> Notice | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Other: | | <input checked="" type="checkbox"/> Resolution |