

TOURIST DEVELOPMENT COUNCIL
OCTOBER 10, 2019
Dave Burke Boardroom
2195 Southern Boulevard
West Palm Beach, Florida
AGENDA

1. **ROLL CALL**
2. **AGENDA ADDITIONS AND DELETIONS – MOTION TO APPROVE**
3. **MOTION TO APPROVE THE SEPTEMBER 12TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE THE CONSENT ITEMS FOR OCTOBER 2019**
 - A. **CONTRACT TRACKING REPORT***
 - B. **CULTURAL COUNCIL ACTIVITY REPORT***
 - C. **SPORTS COMMISSION ACTIVITY REPORT***
 - D. **FILM & TV MONTHLY NEWSLETTER***
 - E. **FILM & TV PRODUCTION REPORT***
 - F. **ERM PROJECT STATUS REPORT***
 - G. **DTPB ACTIVITY REPORT***
 - H. **CONVENTION CENTER INCOME STATEMENT & FINANCIAL OPERATIONS ANALYSIS COMPARED TO BUDGET & PRIOR YEAR***
 - I. **CONVENTION CENTER MARKETING UPDATE***
 - J. **CONVENTION CENTER “PACE” REVENUE REPORT***
 - K. **CONVENTION CENTER FOOD & BEVERAGE OPERATING REPORT***
 - L. **PBI TRAFFIC REPORT***
 - M. **HOTEL PIPELINE REPORT***
5. **OLD BUSINESS – DISCUSSION ITEMS**
 - A. **TDC**
 1. **Director’s Report***
 - a. **TDC Scorecard & Discover Hotel Performance Dashboard***
 - b. **Bed Tax***
 - c. **Report Out***
 2. **Discussion on support for Hurricane Dorian-Bronstien**
 3. **Motion for John Tolbert to continue as the TDC’s Ex-Officio Member to the Discover Board.**

4. **Motion for Davicka Thompson to continue as the TDC's Ex-Officio Member to the Cultural Board.**
5. **Motion for Jim Bronstein to be the TDC's Ex-Officio Member to the Film & TV Board.**
6. **Motion for Don Dufresne to continue as the TDC's Ex-Officio Member to the Sports Commission Board.**

6. **NEW BUSINESS – DISCUSSION ITEMS**

A. **TDC**

1. **Motion to approve the following Agency subcontracts:**

- a. **Discover**

Motion to approve the following sole source partnerships:

1. **Professional Convention Management Association (PCMA) Marketing partnership. PCMA is recognized as one of the largest associations of professional meeting and event organizers in the world. Their 7,000+ members book hundreds of thousands of meetings nationally and globally. Term of the contract will be for three (3) years beginning October 1, 2019-September 30, 2022. The annual cost will be \$175,000. Any renewal must be executed no later than July 31, 2022 for commencement on 10/1/2022.***
2. **Corporation for Travel Promotion d/b/a Brand USA. As the destination marketing organization for the U.S., Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide. The term of this agreement will be during the fall of 2019 through summer of 2020 for the cost of \$410,000 with no renewals included.***
3. **Virgin Trains USA Florida Contract. Launches in 2018, Virgin Trains is backed by Fortress Investment Group LLC and it is the only privately owned and operated intercity passenger rail service in the U.S. Virgin Trains USA connects dynamic, complementary cities and congested corridors, that are too close to fly and too long to drive. The term of this agreement will be from 9/1/2019-8/31/2020 with three (3) one-year renewal options. The total cost is \$150,000 annually paid quarterly.***

- b. ASAE marketing partnership since 1920, ASAE represents association executives and industry partners providing the community with education, networking, products and services that allow them to so advance their missions. It is the Association of association executives. The contract begins October 1, 2019 through September 30, 2020. The amount is \$120,000 paid quarterly. One (1) one-year renewal will be allowed under this agreement.*

B. SPORTS COMMISSION

- 1. Motion to approve the FY20 Business Plan*
20 Minutes presentation-5 Minutes Q&A

- 2. Motion to approve the Cat. “G” Grant Agreements:

a.	XPE NFL Combine Prep Training (January 1, 2020-April 20, 2020)-XPE Sports South Florida	\$7,500
b.	Winter Equestrian Festival (January 8, 2020-March 29, 2020-PB Int’l Equestrian Center	\$125,000
c.	American Youth Soccer Organizational (AYSO) FI State Games (January 17-20, 2020) Okeeheliee PK	\$6,000
d.	Gainbridge LPGA at Boca Rio (January 20-26, 2020) Boca Rio Golf Club-NEW	\$40,000
e.	PB Masters Series (January 29, 2020-March 22, 2020) Deeridge Farms	\$20,000
g.	Delray Beach Open by Vitacost.com (February 14-23, 2020-Delray Beach Tennis Center	\$25,000
h.	The Honda Classic (February 24-March 1, 2020) PGA National Resort & Spa	\$75,000
i.	Palm Beaches Spartan Weekend (April 25-26, 2020) South County Regional Park	\$20,000
j.	3v3 Live National Championships (Nov. 28-29, 2020 & November 27-28, 2021)-The Gardens North County District Park- NEW	<u>\$16,000</u>
	Total Amount	\$334,500

- 3. Two Minute Update

C. FILM & TV

- 1. Motion to approve the 2020 Marketing Plan*
20 minutes presentation & 5 Q&A

- 2. Two Minute Update

D. CONVENTION CENTER

- 1. Global Spectrum*Dave Anderson**
 - a. Motion to approve the Convention Center Experience Improvements and Marketing Strategy***
 - b. Two Minute Update**
- 2. Ovations*-**
 - a. Two Minute Update**

E. DISCOVER

- 1. Two Minute Update**

F. CULTURAL COUNCIL

- 1. Two Minute Update**

G. ERM

- 1. Two Minute Update**

7. BOARD COMMENTS

8. ADJOURNMENT

The next board meeting will be November 14th in the Dave Burke Board Room at 2195 Southern Blvd., 1st Floor, West Palm Beach.