

TOURIST DEVELOPMENT COUNCIL

Thursday, July 11, 2024 – 9:00 A.M.

2195 Southern Boulevard

West Palm Beach, Florida 33406

AGENDA

1. **ROLL CALL***
2. **MOTION TO APPROVE AGENDA ADDITIONS AND DELETIONS***
3. **MOTION TO APPROVE JUNE 13TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR JULY 2024***

MARKETING AGENCIES REPORTING

- A. **DTPB ACTIVITY REPORT***
- B. **CULTURAL COUNCIL ACTIVITY REPORTS***
- C. **SPORTS COMMISSION ACTIVITY REPORT***
- D. **FILM & TV MONTHLY NEWSLETTER***
- E. **FILM & TV PRODUCTION REPORT***

PBC CONVENTION CENTER OPERATING REPORTS

- F. **CONVENTION CENTER INCOME STATEMENT & FINANCIAL OPERATIONS ANALYSIS COMPARED TO BUDGET & PRIOR YEAR***
- G. **CONVENTION CENTER MARKETING UPDATE***
- H. **CONVENTION CENTER “PACE” REVENUE REPORT***

OTHER TDC-SUPPORTED AGENCY/DEPARTMENT REPORTS

- I. **ERM PROJECT STATUS REPORT***
- J. **PBI TRAFFIC REPORT***
- K. **CONTRACT TRACKING REPORT***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
 - 1 **TDC DASHBOARD CURRENT MONTH & FY2024* - Emanuel Perry**
 - a. **Bed Tax Collections***
- B. **PBI UPDATE – Nichole Hughes**
 1. **PBI Report Update* - Nichole Hughes**

6. **NEW BUSINESS – DISCUSSION ITEMS**

- A. **ERM**
 1. **Update – Deb Drum**

B. CULTURAL COUNCIL

1. MOSAIC and Open Studios Recap – Lauren Perry
2. Update – Jennifer Sullivan

C. DISCOVER THE PALM BEACHES

1. Update – Gustav Weibull

D. SPORTS COMMISSION

1. MOTION TO APPROVE The Category “G” Grant Agreements*

	Grant	Amount	Room Nights
a.	National Collegiate Athletic Association (NCAA) Division II Men’s Golf National Championship (May 18-23, 2025) - PGA National Resort, Champion Course	\$30,000	1,758
	Total	<u>\$30,000</u>	<u>1,758</u>

Average Historical ADR - \$227.32
ROI - \$23,977.71

2. Update – George Linley

E. FILM & TV

1. Student Showcase Highlight Video – Michelle Hillery
2. Update – Michelle Hillery

F. CONVENTION CENTER

1. OVG Venue Management
 - a. Update - Dave Anderson
2. OVG Hospitality
 - b. Update - Kathy Griffin

7. BOARD COMMENTS

8. PUBLIC COMMENTS

9. ADJOURNMENT

There is no meeting in August 2024.

The next Meeting will be on September 12, 2024, Featuring Marketing Plan Presentations.

*Attachment included.