

TOURIST DEVELOPMENT COUNCIL

JULY 12, 2018

2195 Southern Boulevard

West Palm Beach, Florida

AGENDA

1. **ROLL CALL**
2. **AGENDA ADDITIONS AND DELETIONS – MOTION TO APPROVE**
3. **MOTION TO APPROVE THE JUNE 12TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE THE CONSENT ITEMS FOR JULY 2018**
 - 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. **ALL AGENCIES CURRENT JOB OPENINGS***
 - N. **HOTEL PIPELINE REPORT***
 - O. **ALL AGENCIES QUARTERLY REPORTS***
5. **OLD BUSINESS – DISCUSSION ITEMS**
 - A. **TDC**
 1. **Director’s Report***
 - a. **TDC Scorecard & Discover Hotel Performance Dashboard***
 - b. **Bed Tax***
 - c. **Report Out***
6. **NEW BUSINESS – DISCUSSION ITEMS**
 - A. **TDC**
 1. **Agency Contract Changes*- Jergensen**

B. SPORTS COMMISSION

1.	Motion to approve the following Category “G” Grants:	
a.	Prospect Select Palm Beach Fall Classic (September 21-23, 2018) – FITTEAM Ballpark Of the Palm Beaches, Roger Dean Chevrolet Stadium, Santaluces Athletic Complex	\$12,500
b.	Game Day USA Junior All-American Games (October 5-7, 2018)-Roger Dean Chevrolet Stadium, NEW	\$12,000
c.	Perfect Game WWBA World Championships (October 18-22, 2018) Roger Dean Chevrolet Stadium	\$25,000
d.	Men’s Senior Baseball League (MSBL) Fall Classic (Nov. 4-17, 2018, November 3-16, 2019, November 1-14, 2020-FITTEAM Ballpark of the Palm Beaches, Roger Dean Chevrolet Stadium <u>NEW and funding is \$35,000 per year.</u>	\$35,000
e.	Fishers of Men Tournament Trail District Championship (Nov. 13-17, 18) Lake O, Torry Island Campground NEW	\$5,000
f.	US Youth Soccer ODP Girls Thanksgiving Interregional (Nov. 16-23, 18) FL Atlantic University, Spanish River Athletic Complex	\$15,000
g.	American Junior Golf Association (AJGA) Rolex Tournament of Champions (Nov. 17-23, 18) PGA National Resort & Spa	\$12,000
h.	Dick Moroso Memorial 3-Day Bracket Championships & Citrus Nationals (Nov. 19-25, 2018) PB International Raceway NEW	\$5,000
i.	FITTEAM Palm Beaches Marathon (Nov 30-Dec. 2, 2018) – Meyer Park Amphitheatre	\$15,000
j.	“Little Mo” Internationals in FL (Nov 30-Dec. 5, 2018) – PGA National Resort & Spa	\$10,000
k.	Holiday Basketball Classic of the Palm Beaches (Dec. 26-29, 2018)-Dwyer HS, PB Gardens HS, The Benjamin School	\$15,000
l.	USA Gymnastics Stars & Stripes Trampoline & Tumbling Championships (July 18-21, 2019) NEW	\$35,000
m.	Strongman Corporation National Championships (September 2019) – PBC Convention Center NEW	\$15,000
	Total Amount	\$211,500

2. **1st Amendment to the Contract (R2018 0610) approved 4/24/18 with Briana Marie Cox Memorial NIT – Ratify date change to September 15-16, 2018 from May 18-20, 2018 due to rain.**

3. **Two Minute Update**

C. DISCOVER

1. **Motion to approve the subcontract between Discover the Palm Beaches, Inc., and Zimmerman Agency as the Public Relations North American Agency of Record. An RFP was completed, and the contract will begin on October 1, 2018 through September 20, 2020 with a cost of up to \$250,000 annually. The agreement can be renewed twice, first for one (1) two-year extension followed by one (1) one-year extension.**

Scope of Work will include an annual payment of \$192,000 (paid in monthly installments of \$16,000. Optional services beyond the Scope could be requested and approved by DTPB. Any optional services will not exceed \$58,000 in one fiscal year, totaling the maximum of \$250,000.

2. **Motion to approve the subcontract between Discover the Palm Beaches, Inc., and Miles Partnership, LLLP as the Advertising Agency of Record. An RFP was completed, and the contract will begin October 1, 2018 through September 20, 2020 with an annual cost of \$650,000. The agreement can be renewed for one (1) two-year extension, followed by a one (1) one-year extension. Scope of Work will include marketing services (creative and media) to promote and advertise PBC. The scope of work will include an annual payment of \$560,000 paid in monthly installments of \$46,666.66. Optional services beyond the scope of work will be requested and approved by DTPB. Any optional services will not exceed \$90,000 in any one fiscal year.**

3. **Two Minute Update**

D. CULTURE

1. **Two Minute Update**

E. CONVENTION CENTER

1. **Global Spectrum*Dave Anderson**

a. **Two Minute Update**

2. **Ovations*-Vince LaPapa**

a. **Two Minute Update**

F. ERM

- 1. Two Minute Update**

G. FILM & TV COMMISSION

- 1. Two Minute Update**

7. BOARD COMMENTS

8. ADJOURNMENT

There will be no board meeting in August and the next meeting will be September 13th at the TDC Board Room at 2195 Southern Blvd., 1st Floor Boardroom, West Palm Beach.

Tdc/mtgs2018/Agenda.July

DRAFT