

TOURIST DEVELOPMENT COUNCIL
OCTOBER 11, 2018
2195 Southern Boulevard
West Palm Beach, Florida
AGENDA

1. **ROLL CALL**
 - a. Motion to approve Jim Bronstien as Vice-Chair for FY19.
2. **AGENDA ADDITIONS AND DELETIONS – MOTION TO APPROVE**
3. **MOTION TO APPROVE THE SEPTEMBER 13TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE THE CONSENT ITEMS FOR AUGUST & SEPTEMBER 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 DESTINATION DEVELOPMENT 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. Follow-up on FITTEAM Palm Beaches Marathon
 3. Update on Dedication of Plaque for Dave Burke

2.

6. NEW BUSINESS – DISCUSSION ITEMS

A. TDC

- 1. Asset Investment & TDC Strategic Plan Refresh * 10 Minutes**
- 2. Motion to approve the following board members to continue to serve as Ex-Officio members of the agency boards for FY19**
 - a. Don Dufresne to Sports Commission**
 - b. Roger Amidon to Film and TV Commission**
- 3. Motion to approve the appointment of John Tolbert, largest hotel representative, to fill the vacant position of Ex-Officio member on the Discover Board, due to the passing of Dave Burke for FY19.**
- 4. Nominations and Motion to appoint an Ex-Officio representative of the TDC to the Cultural Council Board.**

B. CULTURE COUNCIL

- 1. Motion to approve the FY19 Marketing Plan & CO-OP marketing Strategy*
20 minutes Presentation & Q&A**
- 2. Motion to approve the second of 2 (two) 2-year renewals for the contact between the Cultural Council and Push, Inc., (2016-0012) for marketing services in an amount of \$144,000 not to exceed \$180,000 including travel and out-of-pocket expenses. The term of this renewal is from October 1, 2018-September 30, 2020. Additional clarification on the Scoop of work through September 30, 2019 is attached which does not negate the original contract or terms.**
- 3. Two Minute Update**

C. SPORTS COMMISSION

- 1. Motion to approve the FY19 Marketing/Business Plan*
20 minutes Presentation & Q&A**
- 2. Motion to approve the following Cat. "G" Grant agreements***
 - a. XPE NFL Combine Prep Training (Jan. 1, '19-
April 19, '19)-XPE Sports South Florida \$7,500**
 - b. Winter Equestrian Festival (Jan. 9,'19-
March 31,'19) PB International Equestrian Center \$120,000**

c.	Boca Raton Championship (February 4-10, '19) Old Course at Broken Sound	\$30,000
d.	The Honda Classic (Feb. 25, '19-March 3, '19) PGA National Resort & Spa	\$70,000
e.	NCAA Division II Women's Golf National Championship (May 13-18, '19), PGA National Resort & Spa (NEW)	\$20,000
f.	USA Baseball National Team Championships (June 14-30, '19 & June 12-27, '20) – FITTEAM Ballpark of the Palm Beaches, Roger Dean Chevrolet Stadium	\$32,500
	Total	<u>\$280,000</u>

3. **Parks and Recreation was just awarded the Grand Plaque as the best Parks and Recreation agency in the country. This prestigious Gold Medal award was just presented at the Annual Congress of the National Recreation and Park Association in Indianapolis, IN. Parks was able to beat out the other finalists, Louisville, Kentucky Parks and Recreation; East Baton Rouge, Louisiana Recreation and Park Commission; and Minneapolis, Minnesota Park and Recreation Board, all highly accomplished and recognized parks and recreation agencies.**

4. **Two Minute Update**

D. Film & TV

1. **Motion to approve the Tourism TV Marketing/Operations Plan*
20 minutes Presentation & Q&A**

2. **Two Minute Update**

E. CONVENTION CENTER

1. **Global Spectrum*Dave Anderson**

a. **Motion to approve the Operations Business Plan*
15 minutes Presentation & Q&A**

b. **Rate Proposal Changes***

c. **Two Minute Update**

2. **Ovations*-Vince LaPapa**

a. **Two Minute Update**

F. DISCOVER

1. **Destination Development Update
10 Minutes Presentation & Q&A**

2. Two Minute Update

G. ERM

1. Two Minute Update

7. BOARD COMMENTS

8. ADJOURNMENT

The next board meeting will be November 8th in the TDC Board Room at 2195 Southern Blvd., 1st Floor Boardroom, West Palm Beach.

Tdc/mtgs2018/Agenda.October

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