



PUNTA GORDA ENGLEWOOD BEACH

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The Charlotte Harbor Gulf Island Coast

Charlotte County Tourist Development Council Meeting Minutes Friday, June 9, 2023

A meeting of the Charlotte County Tourist Development Council was held Friday, June 9, 2023, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle, Port Charlotte, FL.

Members Present

Commissioner Christopher Constance
Keith Farlow
Councilmember Mark Kuharski
Kathy Burnam
David Haynes
Kelly Williamson
Gary Butler
Councilmember Donna Peterman

Members Absent

Robin Madden

Staff Present

Sean Doherty, Tourism Development Director
Sean Walter, Sales & Sports Marketing Manager
Jeff Berg, Meetings Market Sales Manager
Maureen Morgenthien, Marketing Manager
Aimee Blenker, Leisure Sales Manager
Jerry Jones, Film Commissioner
Brynja Phipps, Project Coordinator
Julie Pennock, Senior Administrative Assistant
Amy Sharpe, Administrative Services Coordinator
Dan Roe, Tax Collector's Office
Glinda Pruitt, Assistant County Attorney
Claire Jubb, Assistant County Administrator

Guests

John Lai, Florida Restaurant & Lodging Association
Paul Berry, Sunseeker Resort
Jack Wert, Wert Marketing Group
Ty Parks, Iguanaland
Anna Meyer, Iguanaland
Marcus Parsley, Bert's Back Porch
Thomas David, Charlotte County Assistant County Attorney

I. Call to Order & Pledge of allegiance

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 8:02 a.m.

II. Roll Call

A quorum was established.

III. Citizens' Input

John Lai, Florida Restaurant and Lodging Association reported that FRLA now offers a grant that is live for restaurants and resorts that have been impacted by Hurricane Ian.

IV. Approval of TDC Meeting Minutes

A motion was made by Councilmember Mark Kuharski, and seconded by Kathy Burnam, to approve the April 14, 2023, minutes. Motion carried unanimously.

V. Tourist Tax Report – Dan Roe

The tax collector report was presented by Dan Roe. Roe reported January through March, the second quarter collections were \$3,000,217.36. Roe continued to report that there were 3 additional suspect accounts bringing the total to 556. Roe advised that year to date collections so far is \$4,525,117.49. Roe continued to advise that we've decreased by 54 rental properties, there are currently 3,002 rental properties.

VI. Budget Report

The fiscal report was presented by Sean Doherty in Elie Fischhof's absence. Doherty reported that we are nine months into the fiscal year 2023 with a \$4.2 million budget. Doherty continued to report that actual operating expenditures were almost \$2.39 million and \$480,000 in encumbrances. Doherty also reported that a large portion of the expenditures are interfund transfers. Doherty advised that we have a total budget expended of 71%. Doherty continued to advise for the 4th and 5th cents has a balance of \$600,000, in actual expenditures we already spent \$511,000 and have \$332,000 in encumbrances.

VII. Robin Madden – Budget Review

Robin Madden was absent from the meeting but sent an electronic communication to confirm that the budget appeared to be in order.

VIII. Presentations

Paul Berry, Sunseeker Resort gave a presentation about Sunseeker Resort.

Jack Wert, Wert Marketing Group presented an overview about International Representation.

IX. Event Development Program

Ty Park and Anna Meyer, Iguanaland provided a presentation about Iguanafest for the Event Development Program Funding Application that was submitted by Iguanaland.

Marcus Parsley, Twisted Fork Bert's Back Porch, and Thomas David, Music Brings Hope, Inc. provided a presentation about the Peacekeepers Memorial Concert for the Event Development Program Funding Application that was submitted by Twisted Fork Bert's Back Porch, and Music Brings Hope, Inc.

The Tourist Development Council scored the funding applications. Based on the scoring tabulation of 79% for Iguanafest and 68% for the Peacekeepers Memorial Concert in favor of the event planning application, the TDC found that Iguanafest and the Peacekeepers Memorial Concert did meet and exceed protocol of 60% for funding eligibility.

Councilmember Donna Peterman made a motion to approve funding for \$10,000 for Iguanafest, which was seconded by Kathy Burnam. The motion carried unanimously.

David Haynes made a motion to approve funding for \$10,000 for Peacekeepers Memorial Concert, which was seconded by Kathy Burnam. The motion carried unanimously.

X. Director/Staff Report – Sean Doherty

Sean Doherty, Tourism Director provided a recap of the Tourism Department Board Report. Doherty introduced our newest employee Aimee Blenker our Leisure Sales Manager. Doherty advised we are still down about 20% of our hotel inventory. Doherty also advised that our annual tourism celebration was one of the best attended tourism events that we have had.

XI. Citizen’s Comments

There were no Citizen Comments.

XII. Council Comments

Claire Jubb advised that there is an item on the land use agenda next Tuesday to rezone the Promenades to mixed use.

Kathy Burnam advised they have their Blues Fest on June 17 and then the Independence Day celebration on July 4th with fireworks. Burnam also advised business has slowed down a bit.

Gary Butler had no comments.

Kelly Williamson reported that the hotel is busy. Williamson also reported they are excited about the upcoming Gulf Coast Classic cornhole event.

Keith Farlow reported that Lemon Bay Sunrise Rotary is doing a Fireworks display in Englewood. Farlow continued to report that West County is doing well, the beaches are crowded, and the business is going well.

David Haynes advised they are still recovering on the Island. Haynes continued to advise his firm is down about 30% of their properties.

Councilmember Donna Peterman had no comments.

Councilmember Mark Kuharski reported he was very happy to see the Sunseeker presentation.

XIII. Next Scheduled Meeting

The next scheduled TDC meeting is at 9:00 a.m. Friday, August 18, 2023. The meeting will be held in the Small Multipurpose Room at Centennial Park Recreation Center, 1120 Centennial Boulevard, Port Charlotte, FL 33953.

XIV. Adjourn

The meeting adjourned at 10:08 a.m.