2401 SE Monterey Rd.
Stuart, Fl 34996

Martin County
Tourist Development Council
Minutes

Doug Smith
Frank Fender
Merritt Matheson
Tammy Calabria
Nimesh Patel
Dan Brady
Jonnie Wall-Flewelling
Ed Griffith
Robert Steele

3:00 PM

Wednesday, February 5, 2020 **Commission Chambers**

CALL TO ORDER

- Meeting was called to order at 3:00 PM
- Roll call was taken
- Jonnie Wall Flewelling was absent

WELCOME

MINU APPROVAL OF MINUTES

- Merritt Matheson Moved to approve minutes of Nov. 6, 2019 meeting
  Nimesh Patel 2nd the motion
- (8 – 0) Motion was approved/denied/modified

UNFI UNFINISHED BUSINESS

A. Financial Update — Shannon McCarthy

- Powerpoint on financial status presented

NEW NEW BUSINESS (Action Items)

A. New Legislative Support

- Kloee Ciuperger couldn't attend the TDC meeting so she sent in an email with her update and an overview of multiple bills that are in place
  - Smoking Bans on Beaches and Parks – Senator Mayfield SB630 / Senator Gruters SB 670 and Representative LaMarca HB457
  - Letter of Support from the TDC
  - Draft a letter of support for all 3 bills going through currently
  - Send a Thank You letter regarding support of the Coral Reef

- Dan Brady Moved to approve
  Frank Fender _ 2nd the motion
- (8 – 0) Motion was approved/denied/modified

B. Event Grant Application Florida Association of Business Tax Officials May 2021

- Merritt Matheson Moved to approve
  Frank Fender 2nd the motion
- (8 - 0) Motion was approved/denied/modified

C. Extension of Treasure Coast Wildlife Capital Project Contract Timeline

- Suzi Nash, Interim Executive Director asked for an extension on the Contract
- Roadwork is being done today, Feb. 5, 2020
- Established a new building committee
- Site work -plan a March start
- Deposit on the metal structure which is a 5000 square foot building
- An area in the back for seminars & events
- The Architect is working on the inside
- This project will connect the east and west corridor
- When finished it will give tourists something to see & a place to learn about all of the wildlife of Florida, not just the sea life
- As it stands, the contract is set to expire on June of 2020
- Proposing an extension to extend the contract deadline
- TDC member, Tammy Calabria asked if the financial numbers are still consistent or has there been a change?
- Suzi Nash said that the numbers are a little off & extra funding will be needed

- Merritt Matheson Moved to extend the contract for 28 months starting in June 2020

- Ed Griffith recommended a 24 month extension

- Merritt Matheson amended the motion to extend the contract for 24 months beginning in June 2020
  Ed Griffith 2nd the motion to extend the contract for 24 months beginning in June 2020
- (8 - 0) Motion was approved/denied/modified

D. Treasure Coast Sports Commission Fund Balance Request **Rick Hatcher**

- Request by the Sports Commission to transfer dollars from the fund balance to pay for upgrades/improvements to Sailfish Park in Stuart for the Babe Ruth 9 year old tournaments
- Additional improvements to include upgraded fiber optics to Sailfish Park
- Cost estimated at $17,525.00
- Jim Chrulski from the City of Stuart explained that the City of Stuart's IT Dept. are the ones that got the quotes on the cost of installing the upgraded fiber optics
- Commissioner Doug Smith would like Martin County's IT people to connect with the City of Stuart's IT people to make sure of the hook up and to possibly tie into the dark fiber that is owned by Martin County and it located by the Courthouse

- TDC member, Ed Griffith would like a firm dollar amount for the fiber optics before approving
- Merritt Matheson Moved to approve a fund balance transfer for $17,525.00 to be used for the fiber optics upgrade for Sailfish park in Stuart
  Dan Brady 2nd the motion
- (7 – 1) Motion was approved/denied/modified with Ed Griffith in opposition

D-2 Rick Hatcher requested a 2nd fund balance transfer of dollars to cover the purchase of new temporary fencing for the 3 fields used for the Babe Ruth Softball tournament

- The fencing that we purchased 3 years ago has run its life expectancy and is made of PVC and degrading
- The new fencing is aluminum with a 10 year life expectancy
- It comes in 6 x 10 lengths and is on wheels and can be hooked together and put in place using a tractor to pull it
- The new fencing will cut down on staff set up and break down times
- It will be stored at Halpatioke park
- Commissioner Smith questioned if this was "the best" idea or a middle of the road (cost wise) idea
- Rick stated that this is the best option for this type of fencing and usage
- The aluminum fencing will cost $72,000.00
- Merritt Matheson asked Mark Lynch from Parks & Recs if we should be putting dollars aside every year to save up for these big purchases
- Mark Lynch agreed that putting money aside each year would be a good idea
- TDC member, Tammy Calabria asked if Parks & Recs was putting any money toward the purchase of the new fencing
- Rick Hatcher explained that parks is participating by storing the fencing, setting it up and braking it down after the tournaments and parks will pay for the shipping/freight charge
- TDC member, Frank Fender is in support of local sports and would like to see a picture of the fencing
- Mark Lynch shared that the website is www.sportafence.com
- TDC member, Nimesh Patel asked if the fence requirements would change
- Rich Hatcher confirmed that they wouldn't change

Dan Brady Moved to approve a fund balance transfer for $72,000.00 to be used for the aluminum temporary fencing system to be used during the Babe Ruth Softball Tournament & to request the BOCC create a line for replacement funds for future needs
Nimesh Patel 2nd the motion
(8 – 0) Motion was approved/denied/modified

E. Events Grant Program Recommendations

- Events grant criteria discussed

Merritt Matheson Moved to move forward for 1 season as it stands $5,000.00 for meeting 75% of existing criteria with a cap of $20,000
Frank Fender 2nd the motion
(8 - 0) Motion was approved/denied/modified

F. Port Salerno Seafood Festival

- PowerPoint presentation shown
- Pirates Cove is in full support of the festival continuing
- The Seafood Festival is requesting to stay at its current location
- Seafood Festival is asking the TDC for a letter of support to have them stay in their current location, Port Salerno at the docks
- TDC member, Merritt Matheson asked if they had any data from Pirates Cove reflecting the room nights picked up
- The data from Pirates Cove reflected that room nights were picked up during the event and they are in complete support of it staying where it is
- TDC member, Nimesh Patel stated that it is a complete sell out weekend for all of the hotel vendors on US 1 from Wednesday – Monday
- Nerissa Okiye stated that the festival stepped up their safety for this year's event
- The festival supports the use of the fishing docks for the local fishermen and allows the docks to be free without the festival the docks could not be free to the local fishermen
- This item will be presented to the BOCC at the Feb. 18, 2020 Board meeting

Ed Griffith motioned that the TDC write a letter of support to keep the Seafood Festival in its current location of Port Salerno

Frank Fender 2nd the motion

(8-0) Motion was approved/denied/modified

PRES PRESENTATIONS / UPDATES

A. New Hotel Openings and Updates

- **Caribbean Waterfront Resort** **Karen Marrone (Nov. 2019)**
- Update on the recent re-opening of the Caribbean Waterfront Resort (Formerly Caribbean Shores Hotel)
- **Comfort Suites – Stuart** **Vishal Patel (Spring 2020)**
- Update on the construction of and anticipated opening of the Comfort Suites in Stuart on US 1
- **Home2 Suites by Hilton** **Krysti Byrick (Spring 2020)**
- Update on the construction of and anticipated opening of the Home2 Suites by Hilton on US 1

B. **City of Stuart Arts & Cultural Tour Update** **Jim Chrulski**

- Gave a PowerPoint presentation on the many projects associated with Tourism & Downtown Stuart
- Funding for the Tourism Map – the map is going well
- CGI filming this week and B-roll footage

C. **Arts Council of Martin County** **Nerissa Okiye**

- Nerissa gave Arts Council update in place of Nancy due to Nancy not being able to attend Update was given on the upcoming ArtsFest

D. **Treasure Coast Sports Commission** **Rick Hatcher**

- Rick Hatcher gave a brief update & overview of the Sports Commission activities to date
- 6 Events scheduled for March
- Open Skiff
- N. American Regatta at the US Sailing Center (High Caliber event)
- Treasure Coast Marathon
- Ohana Single Fin Show Down

E. **Marine Industry Update**

- No update given

F. **Introduction/Tourism Public Relations** **Ian Centrone**

- PowerPoint presentation
- Background on Ian

G. **OTM Update** **Nerissa Okiye**

- Nerissa shared the OTM update via PowerPoint presentation

COMMENTS

A. PUBLIC

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A. TDC MEMBERS

- TDC member, Frank Fender gave a reminder that the Marathon of the Treasure Coast will be Feb. 29 & March 1st
- This is the 7th running of the marathon
- 42 states will be represented
- 8 countries will be represented
- TDC member, Nimesh Patel was very complimentary of all of the positive things that are occurring in Martin County and for the tourism industry
- TDC member, Tammy Calabria stated that the Children's Museum of the Treasure Coast is working with FP & L on a pilot program to install more charging stations
- Suggested that the hotels might want to check into it
- Parks and Recs might also want to check into as the parks would be an ideal place to place charging stations
- TDC member, Rob Steele gave update on the Elliott Museum
- Upcoming exhibits to include an aviation exhibit, a fishing exhibit in 2021, sound exhibit, dogs & cats exhibit, motorcycle exhibit
- Harbor Branch (FAU) to put their submersible on display in Nov. 2020

- Next year's car show -trying to get it moved to the Golf course so it can be bigger

C. STAFF

CHAIR'S CLOSING

Next Meeting Date – April 8, 2020 Commission Chambers

ADJOURN

- Meeting was adjourned at 5:15 PM

Sally Beynon 3/13/2020

Sally Beynon, Tourism Project Coordinator

Name & Title of preparer Date

3/17/20

Doug Smith

Name, Chairperson Date

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