

TOURIST DEVELOPMENT COUNCIL
Wednesday, November 10, 2021 – 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 SEPTEMBER 9th AND OCTOBER 6th TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS: OCTOBER 2021 emailed to the Board and NOVEMBER 2021 included under this Agenda**

MARKETING AGENCIES REPORTING

- A. **DTPB ACTIVITY REPORT***
- B. **CULTURAL COUNCIL ACTIVITY REPORT***
- 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/DEPARTMENTS 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 & FY2021***
 - a. **Bed Tax Collections***
 - b. **Report Out Metrics***
- B. **PBI UPDATE**
- C. **Presentation of Tourism Strategic Plan Focus 22+- Bill Geist via Zoom**

1. Summary of October 6th Retreat Key Priorities for next 3 years
2. Discussion and Motion to Accept by the Board- 30 Minutes

- D. Restart Roger Dean Stadium Upgrade – G. Jergensen
1. Update for 1st & 4th Cent Projections & Reserve Positions
- E. Discussion and Position of the TDC Board on Re-Branding of the Tourism Brand Identity being proposed by the Discover The Palm Beaches Agency.
1. Current Brand and Agencies Brand Collaboration
 2. Proposal as presented to the DTPB Board in October
 3. Discussion by TDC- priority, need and cost impact to Re-Brand
Direction by the TDC Board

6. NEW BUSINESS – DISCUSSION ITEMS

- A. TDC Meeting Calendar January 2022 to December 2022* Motion to Approve
- B. Treasure Coast Greenways Grant Project* Motion to Approve
- C. ERM
1. Two Minute Update- Deb Drum
- D. FILM & TV
1. Two Minutes Update)- Chuck Elderd
- E. SPORTS COMMISSION
1. The Category “G” Grant Agreements*

MOTION TO APPROVE

	Grant	Amount	Room Nights
a.	Savanah Bananas World Tour (April 1-2, 2022) – Ballpark of the Palm Beaches- <i>NEW</i>	\$15,000	1,000
b.	ITF Super-Seniors World Championships (April 23-May 7, 2022) – Boynton Beach Tennis Center, Quail Ridge Country Club, Coral Lakes Tennis Center, Boca Swim & Racquet Club, Boca West Country Club - <i>NEW</i>	25,000	2,500
c.	NCAA Division I Men’s Golf Regional Championship (May 15-18, 2022) – PGA National Resort & Spa	30,000	1,035
	<u>Totals</u>	<u>\$70,000</u>	<u>4,535</u>

2. Two Minutes Update - George Linley

- F. CULTURAL COUNCIL
1. Two Minutes Update - Dave Lawrence

G. DISCOVER

1. Two Minutes Update – Jorge Pesquera

H. CONVENTION CENTER

1. Spectra Venue Management
 - a. Two Minute Update- Dave Anderson
2. Spectra Hospitality
 - a. Two Minute Update- Vincent McPhail

7. **BOARD COMMENTS**

8. **PUBLIC COMMENTS**

9. **ADJOURNMENT**

Next Board Meeting will be on December 9, 2021.

***Attachment included.**

Tdc/tdcmtgs2021/Agenda.11.10.2021

DRAFT