I. Call Meeting To Order
   The Tourism Development Advisory meeting was called to an order at 9:00 A.M.

II. Pledge Of Allegiance
    The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum

    The roll was called, a majority of the members were present and da Quorum was declared.

    TDAC Members Present: Will Wright, Maureen Patton, Dave Jacoby, Jan Collier, Mike Pistone, Patty Rouse, Willis Ghandi, Leon Garrison, Robert Gregory, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott (9:04 AM), Barbara Sanderson, Joan Marshall, Ron Sutula and James Clark.

    TDAC Members Absent: Ted O'Rourke and Lisa Shaw

IV. Conflict Of Interest Declarations
    There were no conflict of interests declared.

V. Requests To Address The Committee
    There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

    Motion: Trey Click made a motion to approve December 17, 2019 meeting minutes.

    Second: Maureen Patton second the motion.

    Jan Collier abstained.

    Vote: 15-0 Theresa Elliott was not present for the vote.

VII. Discuss And Consider Special Event Incubator Funding For 2020 Ben Temps Rouler Cajun Throwdown (Bryan Kunz, 10 Minutes)

    Last year the Ben Temps Rouler Cajun Throwdown was a success and they qualified to receive the full $10,000.00 in funding. The event planners are returning this year and they are requesting additional funding. With the popularity of food and cooking events continuing to rise, as well as the regional and national attention Cajun culture is receiving, staff believes this event could become a great annual addition to our calendar of events. Staff recommends approval of up to $10,000.00 in incubator funding.

    Motion: Mike Pistons made a motion to approve staffs recommendation.
VIII. Discuss And Consider Artist Boat Request For Additional Funding (Michael Woody, 5 Minutes)

In December, TDAC received a presentation from Artist Boat regarding 2020 environmental education, programming and funding assistance.

Requested fiscal contributions for 2019-2020 programming total $36,000. For consideration by TDAC, $15,000 is being solicited from the Tourism Development budget.

Recommendation:

Staff recommends allocating budgeted resources of $15,000 from TD 62-5345 for:

- Bucket Brigade ($7,000)
- World Ocean’s Day ($8,000)

Additional funds for Beautify the Bucket and World Ocean’s Day will be paid from other Park Board departments including Parks & Amenities and Beach Maintenance Advisory Committee.

Motion: Shane Cantrell made a motion to approve the request.

Second: Joan Marshall second the motion.

Vote: Unanimous 17-0

IX. Discuss Resident Sentiment Survey And Destination Strategic Plan (Michael Woody, 15 Minutes)

Michael Woody updated the committee on the efforts being made regarding the Resident Sentiment Survey and Strategic Plan. JLL is the company that will be handling the project. The resident survey seeking their perspective will start next week. February 5, 2020 JLL will conduct focus groups which will consist of hotels, restaurants, attractions, city leadership and stakeholders and will take 3 days to gather the information. At the end if the project they will end with developing policies. Staff will work with the economic development group as well. This process will take several months and should end in August 2020. There will be a steering committee and invitations will go out to several people to join the committee. There were concerns raised by the Tourism Committee to make sure that we are reaching out to the residents that are not involved with the industry. It was reassured that the resident sentiment survey is reaching out to the average citizens.

X. Presentation Of The Boating/Fishing 2019-2020 Taskforce Work Plan (Bryan Kunz, 10 Minutes)

Bryan Kunz updated the committee about the boating/fishing task force and shared the 2019/2020 work plan.

XI. Presentation Of Birding Taskforce 2019-2020 Work Plan (Melody Smith, 10 Minutes)

Melody Smith updated the committee about the Birding task force and shared the Birding work plan for 2019-2020. It was suggested to do a group meeting with both birding and boating/fishing taskforce.

XII. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody discussed the monthly CVB production for the month of December.

XIII. Future Agenda Items

Recap of 2019 Holiday Recap
XIV. Announcements
   The committee members gave updates on their organizations upcoming events.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 18, 2020

XVI. Adjournment
   Meeting adjourned at 10:33 AM