

**Tourist Development Council  
November 15, 2023  
Brevard Zoo, Melbourne**

The Tourist Development Council met on November 15, 2023, at the Brevard Zoo, Melbourne. Members present were: Vice Chair Tom Hermansen, Andrea Young, Christy Galzerano, Keith Winsten, Wayne Soard. Absent members: Chair Commissioner Rita Pritchett, Mayor Rob Medina, Donny DeDonatis, Matthew Boucher, TDC Staff present were: Peter Cranis, John Giantonio, Laura Beebe, Candace Narmore.

**WELCOME AND INTRODUCTIONS -**

Guests present were: Jim Liesenfelt, Assistant County Manager; Alex Esseesse, Deputy County Attorney; Dave Berman, *Florida Today*.

**AGENDA:**

Hermansen asked Board Members to disclose any conflict of interest with agenda items and/or any business relationships between the Board.

**APPROVAL OF MINUTES:**

**ACTION: Young moved to approve the October 25, 2023 Tourist Development Council minutes. Winsten seconded the motion and the motion was unanimously approved.**

**DIRECTORS REPORT – PETER CRANIS**

**STR Report:** Cranis gave the STR Report. The STR Report was included in the packet.

**September 2023 Tourist Tax Collections Revenue Report:** Cranis gave the September 2023 Tourist Tax Collections Revenue Report. The detailed report was included in the packet.

**October FY 2022-2023 TDC Budget Report:** Cranis gave the October FY 2022-2023 TDC Budget and the report was included in the packet.

**MARKETING COMMITTEE:**

The next meeting of the Marketing is to be announced.

**CULTURAL COMMITTEE:**

Young stated the Cultural Committee met on November 9, 2023. They recommended the TDC approve funding for the FY 2023-24 Major Event Grant Program applications listed below.

1. Thunder on Cocoa Beach Boat Races - \$50,000
2. Brevard Renaissance Fair - \$25,000
3. Space Coast State Fair - \$25,000

The Major Event Grant program was established for large special events that attract a minimum of 25,000 attendees with 25% of attendees from outside of Brevard County.

To qualify for the Major Event program, the event must meet the following criteria:

- Minimum of 25,000 attendees
- Minimum of 25% of attendees must be visitors from outside Brevard County
- Minimum of 40:1 Return on Investment (ROI)
- Must occur within the same week (7 consecutive days)
- Must have at least 1 year of prior event experience for measurement
- Must spend at least 40% of marketing budget outside of Brevard

Galzerano questioned whether major events grants should go to entities that make a profit from their events.

Vice Chair Hermansen, said if the organizers didn't make some profit, they wouldn't continue to hold the events, which generate considerable tourism to the county, boosting revenue for hotels, restaurants, and retailers.

**Young moved to approve the FY 2023-24 Major Event Grant Program Applications and funding recommendations listed above. Galzerano seconded the motion and motion was unanimously approved.**

#### **BEACH COMMITTEE:**

Cranis reviewed the Beach Improvement Fund budget. The detailed budget was included in the packet.

#### **SPORTS COMMITTEE:**

Galzerano said the Sports Committee met on November 8, 2023. She explained that there were eight events which passed the minimum required score in their application. One event which was Flag Football did not meet the minimum score but received a recommendation from one voting member. Five of the eight events received unanimous votes in support for funding. Those were as follows:

1. Moon Golf Junior All-Star Golf Tournament at \$5,700
2. NJCAA Division 1 Women's Golf National Tournament at \$9,000
3. Cocoa Beach Triathlon and Duathlon at \$12,000
4. ESA SE Regional Surfing Championships at \$18,000

5. USA Beach Running Championships at \$6,000

Galzerano said due to committee members recusing themselves from voting, three events were not voted on due to not having a quorum. Those are as follows.

1. Space Coast Clash Soccer Tournament at \$12,000
2. Hurricane Classic Soccer Tournament at 15,000
3. Space Coast Spring Games Softball Tournament at \$25,000

Sports Committee members not recused were asked how they felt about the events and each of them responded they would have given full financial support of the events for the amounts recommended.

**Galzerano moved to approve the FY 2023-24 Cycle 2 Sports Event Grant Applications and funding recommendations listed below. Young seconded the motion and the motion was unanimously approved.**

1. Moon Golf Junior All-Star Golf Tournament (4/18/2024 - 4/21/2024) \$5,700.00
2. Space Coast Spring Games Softball Tournament (2/27/2024 – 3/17/2024) \$25,000.00
3. NJCAA Division 1 Women’s Golf National Tournament (5/18/2024 – 5/23/2024) \$9,000.00
4. Cocoa Beach Triathlon & Duathlon (4/13/2024 – 4/14/2024) \$12,000.00
5. Space Coast Clash Soccer Tournament (4/6/2024 – 4/7/2024) \$12,000.00
6. ESA Southeast Regional Surfing Championships (4/12/2024 – 4/14/2024) \$18,000.00
7. Hurricane Classic Soccer Tournament (8/17/2024 – 8/18/2024) \$15,000.00
8. USA Beach Running Championships (4/28/2024) \$6,000.00

The next meeting of the Sports Committee is to be announced.

#### **BEACH COMMITTEE:**

The next meeting of the Beach Improvement Committee is to be announced.

#### **BOARD REPORTS AND OTHER BUSINESS:**

Meeting adjourned at 3:00 p.m.