

Tourist Development Council
April 24, 2024
Brevard County Government Center, Viera

The Tourist Development Council met on April 24, 2024, at the Brevard County Government Center, Viera. Members present were: Chair Commissioner Jason Steele, Vice Chair Tom Hermansen, Julie Braga, Alex Litras, Mayor Rob Medina, Wayne Soard, Keith Winsten and Andrea Young. TDC Staff present were Peter Cranis, John Giantonio, and Candace Narmore.

Samir Patel's passing was honored with a moment of silence in recognition of his long-time dedication to the tourism industry.

Approval Of Minutes:

ACTION: Young moved to approve the March 27, 2024, Tourist Development Council minutes. Mayor Medina seconded the motion, and the motion was unanimously approved.

Brightline Presentation

The City of Cocoa did a presentation with the request for a \$5 million Capital Facilities grant for the Brightline station project. The \$5 million Capital Facilities grant would be combined with \$5 million in funds committed by the City of Cocoa and used as a match to seek additional federal funding for the \$60 to \$75 million project.

ACTION: Chair Commissioner Steele made the following motion:

- 1) That we commission, at TDC expense, an independent professional analysis that demonstrates the impact of the infrastructure project on tourist-related business in the County;
- 2) That we recommend that the Board of County Commissioners approve a \$5 million capital facilities grant for the infrastructure project, IF the study demonstrates a positive impact on tourism and all statutory requirements are satisfied; and
- 3) In the alternative, that we recommend that the Board of County Commissioners approve a \$5 million grant in support of the project, which shall be funded by transferring unencumbered revenues from the Capital Facilities Fund into the Marketing Fund.

Mayor Medina seconded the motion, and the motion was unanimously approved.

Director's Report – Peter Cranis

Cranis said the TDT collections from February came in at \$2.7 million which was 3.1 percent over the prior year, making this the third best month ever. Cranis mentioned the STR Report and noted that it was included in the packet.

Marketing Committee:

Keith Winsten reported that the meeting was an update meeting and included data on an impact study that included visitor spending and economic impact. Visitor tracking was also included in the packet.

Cultural Committee:

The next meeting of the Cultural Committee is scheduled at 2:00 PM on July 18, 2024 at the Space Coast Office of Tourism, Cocoa Beach.

Capital Facilities Committee:

Tom Hermansen reported that the committee has many new members.

ACTION: Tom Hermansen stated that the Committee moved to approve the Capital Facilities Grant Guidelines, Scoresheet, and Application. Julie Braga seconded the motion, and the motion was unanimously approved.

Beach Improvement Committee:

The next Beach Improvement Committee meeting is scheduled at 2:00 p.m. on July 17, 2024 at the Space Coast Office of Tourism.

Sports Committee:

The next meeting of the Sports Committee is scheduled at 2:00 p.m. on July 10, 2024 at the Space Coast Office of Tourism, Cocoa Beach.

Board Reports and Other Business:

Julie Braga noted that the south part of the County is seeing a decrease in room night demand and that leisure travelers are running low on money. She stressed that as a committee they need to keep in mind the importance of marketing money to be spent on the entire County.

ACTION: Mayor Rob Medina moved to adjourn the meeting. Tom Hermansen seconded the motion, and the motion was unanimously approved.

Meeting adjourned at 3:02 PM