

Tourist Development Council
May 22, 2024
Brevard County Government Center, Viera

The Tourist Development Council met on May 22, 2024, at the Brevard County Government Center, Viera. Members present were Vice Chair Tom Hermansen, Julie Braga, Alex Litras, Mayor Rob Medina, Wayne Soard, Keith Winsten, Andrea Young and Delish Patidar. TDC Staff present were Peter Cranis, John Giantonio, Laura Beebe, Angela Essing, and Juawana Brooks.

Guest present: Gaell Francois with Brevard County Budget Office

Approval Of Agenda:

ACTION: Winsten moved to approve the Tourist Development Council Agenda. Mayor Medina seconded the motion, and the motion was unanimously approved.

Approval Of Minutes:

ACTION: Young moved to approve the April 24, 2024, Tourist Development Council minutes. Mayor Medina seconded the motion, and the motion was unanimously approved.

Director's Report – Peter Cranis

Cranis reviewed the Tourist Development Tax Budget vs Actuals. We ended up slightly under the highest TDT month in history, which was \$3.17 million in March, 2023, by less than 1%.

Marketing Committee:

Cranis indicated that the committee provided feedback including several promotional and social media ideas to add to the plan for next year.

A partner was selected do cellular devices tracking called Datafy. Cranis is starting to look at the data in the system and one of the things we were able to pull was the top source markets. The summer campaign marketing has begun. It's about a \$4.5 million campaign to push that summer window for tourism.

Space Coast, Florida made The USA Today Readers' Choice 2024 top 10 best summer travel destinations across the US for 2024.

Next meeting of the Marketing Committee is July 16, 2024.

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:

Cranis updated the Committee and noted that the BOCC has approved the Capital Facilities Grant Guidelines for \$1.7 million for potential projects with the grant application window opening on June 1. Cranis discussed a few potential projects that might apply.

The next committee meeting will be July 11.

Beach Improvement Committee:

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

There are (2) projects funded by the Beach Fund that have contracts expiring:

- City of Cocoa Beach to clean the beaches
- Keeping Brevard Beautiful to clean the causeways

Hermansen asked if KBB applied to get funding from SOIRL. It was unknown, but will be suggested. It was also recommended that both come to the Beach Committee meeting on July 17 before bringing their request to the TDC on July 24.

Sports Committee:

Hermansen suggested staff prepare a report on the number of room nights generated by events that have previously received sports grants and provide that to commissioners. Cranis will follow up.

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

Board Reports and Other Business:

No reports from TDC members. There is no TDC meeting in June, the next meeting will be July 24 back in the Florida Room at 2 PM.

Meeting adjourned at 2:23 PM.