



**BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS TOURIST
DEVELOPMENT COUNCIL**

April 28, 2021 – 2:00 p.m.

Holiday Inn Conference Center, Viera

Council Members: Chair Tom Hermansen, Vice Chair Andrea Young, Commissioner Bryan Lober, Mayor Rob Medina, Julie Braga, Bob Baugher, Giles Malone, Rebecca Shireman, Keith Winsten

Agenda

I. Administrative – Chair Tom Hermansen

- a. Welcome and Introductions
- b. Approval of Agenda (Action Item)
 - i. Board Member's request to disclose any conflict of interests with agenda items and/or any business relationships between board.
- c. Approval of Tourist Development Council Minutes of March 24, 2021 (**Action Item**)
- d. Appointment of 2021 Committee Members – vote
 - i. Commissioner Lober
 - ii. Rebecca Shireman
 - iii. Mayor Medina

II. Director's Report – Peter Cranis

- a. STR Weekly Report
- b. February 2020 Tourist Tax Collection Revenue Report
- c. March FY 2020-2021 Tourist Development Council Budget Report

III. Committee Reports

- a. Marketing Committee Report – Chair Bob Baugher
 - i. Summer Campaign Presentation – Peter Cranis, Charity Stewart, & Barr agency
 - ii. Action Items from the April 22, 2021 Marketing Committee Meeting (**Action Item**)



- iii. Next meeting of the Marketing Committee is scheduled on May 25, 2021 at the Government Center, Florida Room, Viera
- b. Capital Facilities Committee Report – Chair Giles Malone
 - i. Action Items from the April 8, 2020 Capital Facilities Committee Meeting **(Action Item)**
 - ii. Next meeting of the Capital Facilities Committee is scheduled on May 20, 2021, 2:00 p.m. at the Government Center, Florida Room, Viera
- c. Beach Improvement Committee Report – Chair Julie Braga
 - i. Actions from the April 1, 2020 Beach Improvement Committee Meeting **(Action Item)**
 - ii. Next meeting of the Beach Committee is scheduled on July 7, 2021, 2:00 p.m. at the at the Government Center, Florida Room, Viera
- d. Sports Committee Report – Chair Keith Winsten
 - i. Next Meeting of the Sports Committee is scheduled on May 4, 2021, 2:00 p.m. at the Government Center, Florida Room, Viera
- e. Cultural Committee Report – Chair Andrea Young
 - i. Melbourne Airshow Presentation – Mary Breen
 - ii. Action Items from the March 30, 2020 Cultural Committee Meeting **(Action Item)**
 - iii. Next meeting of the Cultural Committee is scheduled on July 13, 2021, 2:00 p.m. at the Government Center, Florida Room, Viera

IV. Open and Transparent Discussion of TDC-funded Convention Center Proposals – Bob Baugher

- i. Driftwood’s proposal for the Westin project – Kendall Moore

V. Thunder on the Beach – Kerry Bartlett and Mike Schwartz

VI. Board Reports

- a. Other business and TDC Members
 - i. Commissioner Bryan Lober
 - ii. Mayor Rob Medina



- iii. Bob Baugher
- iv. Julie Braga
- v. Giles Malone
- vi. Rebecca Shireman
- vii. Keith Winsten
- viii. Vice Chair Andrea Young
- ix. Chair Tom Hermansen

VII. Public Comment