

Tourist Development Council
August 28, 2024
Brevard County Government Center, Viera

The Tourist Development Council met on August 28, 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, Angela Essing, and Juawana Brooks.

Guests present: Jim Liesenfelt, County Manager Office; Gaell Francois, Brevard County; Rocky Johnson, Cape Canaveral Lighthouse Foundation; Ron Ecker, Cape Canaveral Lighthouse Foundation; Ginny Davis, Cape Canaveral Lighthouse Foundation; Robert Cook, Cape Canaveral Lighthouse Foundation; Becky Zingarelli, Cape Canaveral Lighthouse Foundation; EJ Otto, Cape Canaveral Lighthouse Foundation; Kathy Otto, Cape Canaveral Lighthouse Foundation; Michele Rohrmann, Cape Canaveral Lighthouse Foundation; Nancy Garwood, Cape Canaveral Lighthouse Foundation; Ginny Blaetz, Cape Canaveral Lighthouse Foundation; Christine Ecker, Cape Canaveral Lighthouse Foundation; Jody Ycomms, Cape Canaveral Lighthouse Foundation; Margaret Gibb, Cape Canaveral Lighthouse Foundation; Shelley Parker, Cape Canaveral Lighthouse Foundation.

Approval Of Minutes:

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

Director's Report – Peter Cranis

Cranis updated the committee on the Tourist Development Tax budget forecast for the month of June and July.

Marketing Committee Report:

No report

Cranis updated the committee that the Marketing Budget for FY 2024-25 has been approved. We will be moving forward with the fall Marketing Campaign.

Cultural Committee Report:

No report. Next meeting will be November 7, 2024.

Capital Committee Report:

Hermansen updated the committee about TDC on the three (3) grant applications from the Capital Facilities Committee. The scoresheet and the recommendation for the three (3) applications were in the TDC packet. Only one of the applications scored high enough to qualify for funding, which was the Cape Canaveral Lighthouse Foundation, Additional Cottages, and the recommendation from the Capital Facilities Committee is to fund the asking amount of \$775,000. The vote from the committee was 5-2 to fund the total asking amount. The other two grant applicants did not score high enough to qualify for funding and the recommendation from the committee was not to fund.

Rocky Johnson from the Lighthouse Foundation gave a summary of the Lighthouse history. The lighthouse started off having one tour per month to currently offer tours Monday-Saturday and averaging about 2-3 tours per day. Phase 1 of the construction for Cape Canaveral Lighthouse built the primary cottage and the restroom. This is the final step to complete the Lighthouse build out.

The committee discussed the different conflicts with the Cape Canaveral Lighthouse being on restricted property (Cape Canaveral Space Force Station). The TDC discussed how much funding should be awarded to the Cape Canaveral Lighthouse Foundation. There was a lot of discussion of the benefits of the Lighthouse. The committee gave Cape Canaveral Lighthouse some suggestions and ideas to help the Board of County Commissioners see the tourism benefit of awarding the funds.

The TDC asked Zingarelli to explain the process with going on the tours with Cape Canaveral Lighthouse, how the vetting process is done with the Air force.

ACTION: Mayor Medina moved to approve to approve the Cape Canaveral Lighthouse Foundation award in the amount of \$775,000. Young seconded the motion, and the motion was approved 5-3 with Steele, Hermansen and Soard in the negative.

Beach Committee Report- Julie Braga

No report

The Board approved the KBB contract for cleaning of the beaches and causeways.

Next meeting will be October 1, 2024.

Sport Committee Report- Wayne Soard

No report. Next meeting will be October 1, 2024.

Public Comment

No public comment.

Board Reports

Mayor Medina wants to inform the committee funeral arraignments for US Air Force Staff Sgt. Tristen Wright will be September 14, 2024, at Macedonia Baptist Church in Melbourne, FL. He also wanted to update the committee on removal of name plaques of the fallen first responders at Sacrifice Park. He thanked the committee for their support and the approval of the funds for Sacrifice Park.

Winsten informed the committee on the upcoming events at Brevard Zoo. Kids free in September for Florida Residents, Boo at the Zoo in October, and Jazzoo in November.

ACTION: Mayor Medina moved to adjourn the Tourist Development Council Committee. Young seconded the motion, and the motion was unanimously approved.

Meeting adjourned at 2:43 PM.