

COLLIER COUNTY
Board of County Commissioners &
Tourist Development Council



JOINT MEETING AGENDA

January 24, 2022
9:00 AM

Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112

Collier County Board of County Commissioners

Commissioner William L. McDaniel, Jr., District 5; – Chair
Commissioner Rick LoCastro, District 1; – Vice Chair
Commissioner Andy Solis, District 2
Commissioner Burt Saunders, District 3
Commissioner Penny Taylor, District 4;

Tourist Development Council

Commissioner Andy Solis, Chair
Clark Hill, Vice-Chair
Councilor Jared Grifoni
Susan Becker
Amanda Cox
Nancy Kerns
Kathleen Brock
Edward (Ski) Olesky
Councilman Michael McCabe

All interested parties are invited to attend, and to register to speak and to submit their objections, if any, in writing, to the Council prior to the meeting if applicable. For more information, please contact Paul Beirnes at (239) 252-4040. If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the Collier County Facilities Management Department located at 3335 Tamiami Trail East, Suite 101, Naples, FL 34112-5356, (239) 252-8380. Public comments will be limited to 3 minutes unless the Chairman grants permission for additional time. Collier County Ordinance No. 99-22 requires that all lobbyists shall, before engaging in any lobbying activities (including, but not limited to, addressing the Board of County Commissioners before the Board of County Commissioners and its advisory boards, register with the Clerk to the Board at the Board Minutes and Records Department.

About the public meeting:

Two or more members of the Board of County Commissioners, Coastal Advisory Committee, City of Naples City Council, and City of Marco Island City Council may be present and participate at the meeting. The subject matter of this meeting may be an item for discussion and action at future meetings of these Boards.

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Agenda and Minutes**
 - A. **Changes and Approval of Today's Agenda**
 - B. **Approval of prior TDC Meeting Minutes**
 1. **November 22, 2021 TDC Meeting Minutes**
5. **Presentations**
 - A. **Collier County Parks and Recreation Beach Park Update (Melissa Hennig, Region 1 Manager, Parks and Recreation Division)**
6. **Consent Agenda - All Matters listed under this agenda item are considered to be routine and action will be taken by one motion without separate discussion of each item. If discussion is desired by a member of the Council, that item will be moved from the Consent Agenda and considered separately under New Business or Old Business.**
 - A. **Coastal Zone Management**
 - B. **Beach Park Facilities**
 - C. **Tourism Division**
7. **New Business**
 - A. **Recommendation to approve proposed modifications to the allowable uses within the Grants Application Guidelines for C-2 Non-County Owned Museums as well as for Category B Marketing and Promotion Grants by adding an additional allowable use that includes funding consideration for an exhibit or activity and related promotion/marketing that will be showcased at an event or location whose primary purpose is the promotion of tourism.**
 - B. **Recommendation to approve an increase the Tourist Development Tax Grant Applications funding amount for FY'23 Non-County Owned/Operated Museums (formerly Category C-2) in the amount of \$250,000 with a budget amendment from Grants Reserves for a one-time increase in order to encourage support of a FY'23 Hispanic Arts and Cultural festival and make a finding that these expenditures promote tourism.**

- C. Recommendation to approve a work order with APTIM Environmental & Infrastructure, LLC, to provide professional engineering services for calculation of debris removal from Collier Creek due to Hurricane Irma under Contract No. 18-7432-CZ for time and material not to exceed \$4,993.00 from Fund 195 and make a finding that this item promotes tourism.
 - D. Recommendation to approve a Collier County Tourist Development Council (TDC) Category “A” Grant Application for Beach Park Facilities at Clam Pass Park for Fiscal Year 2022 in the total amount of \$55,000 and to make the finding that the expenditure promotes tourism. (Melissa Hennig, Region 1 Manager, Parks and Recreation Division)
8. Old Business
9. Marketing Partner Reports
- A. Part 1
 - 1. Marketing Partner Report Part 1
 - B. Part 2
 - 1. Marketing Partner Report Part 2
 - C. Mid year strategic initiatives
10. Council Member Discussion
11. Tourism Staff Reports
- A. Tourism Staff Reports
12. Detailed Staff Reports
13. Next Scheduled Meeting
- A. Next Meeting Date - February 28, 2022
14. Adjournment