

**COLLIER COUNTY
Tourist Development Council**



AGENDA

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

October 23, 2024

1:00 PM

Commissioner Rick LoCastro, Chair

Clark Hill, Vice-Chair

Councillor Jared Grifoni

Susan Becker

Laura Radler

Nancy Kerns

Michael McComas

Edward (Ski) Olesky

Council Member Bill Kramer

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 Jay Tusa 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

Approval of today's Regular, Consent, and Summary agenda as amended (ex-parte disclosure provided by Commission members for Consent agenda.)

5. Presentations

6. Tourism Director Report

7. 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.

8. New Business

8.A. Recommendation that the Tourism Development Council consider the supplemental marketing plan selected by the Council at their October 15, 2024, meeting, utilizing operating reserve funds not to exceed \$5,067,500, to ensure Collier County's competitiveness in the tourism market, to finalize a recommendation to the Board of County Commissioners, and to make a finding that these actions promote tourism. (2024-1708)

8.B. Recommendation to approve an FY 2025 budget amendment in the amount of \$390,000 to allocate reserves for post Hurricane Milton recovery for tourism marketing and make a finding that this action promotes tourism. (2024-1710)

8.C. Recommendation to approve the FY 2024-2025 Destination Marketing Plan and make a finding that this action promotes tourism. (2024-1711)

9. Old Business

10. Council Member Discussion

11. Adjourn