

COLLIER COUNTY
Tourist Development Council



AGENDA
September 27, 2021
9:00 AM
**Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112**

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 Jack Wert at (239) 252-2402. 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.

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. **July 26, 2021 TDC Meeting Minutes**
5. **Presentations**
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**
 1. **Recommendation to approve a Resolution supporting the County's applications to Florida Department of Environmental Protection for Long Range Budget Plan Requests for Beach Renourishment Projects for Fiscal Year 2022/2023. This action maintains the County's eligibility for State Cost Share Funding for future renourishment projects and make a finding that this item promotes tourism.**
 2. **Recommendation to approve a Collier County Tourist Development Council (TDC) Grant Application for Beach Renourishment at Ann Olesky Park in the amount of \$195,003.00 and to make the finding that the expenditures promote tourism.**
7. **New Business**
 - A. **Recommendation to approve the Fiscal Year 2021-22 Strategic Marketing Plan for the Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that this plan promotes tourism.**
8. **Old Business**
9. **Marketing Partner Reports**

A. Part 1

1. Marketing Partner Report

B. Part 2

1. Marketing Partner Report

10. Council Member Discussion

11. Tourism Staff Reports

A. Tourism Staff Reports

12. Detailed Staff Reports

13. Next Scheduled Meeting

A. Next Meeting Date - October 25, 2021

14. Adjournment