

COLLIER COUNTY
Tourist Development Council



AGENDA
December 18, 2023
9:00 AM
**Board of County Commission Chambers
Collier County Government Center
3299 Tamiami Trail East, 3rd Floor
Naples, FL 34112**

Commissioner William L. McDaniel, Jr., Chair
Clark Hill, Vice-Chair
Councilor Jared Grifoni
Susan Becker
Amanda Cox
Nancy Kerns
Michael McComas
Edward (Ski) Olesky
Council Member Beth Petrunoff

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 20, 2023 TDC Meeting Minutes**
5. **Presentations**
 - A. **Executive Director Update**
 - B. **Southwest Florida Int'l Airport (RSW) Presentation FY23/24 review, that includes new airlift information, passenger count and update on future expansion.**
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. **Beach Park Facilities**
 - B. **Tourism Division**
7. **New Business**
 - A. **Coastal Zone Management**
 - B. **Recommendation to approve the expenditure of the Tourism Development Tax Promotion funds to support the November 2023 Doral Gold Cup event, up to \$12,000; to waive any irregularities in the process for items such as lack of written application pre-approval or TDC and Board approval; and make a finding that these expenditures promote tourism.**
 - C. **Recommendation to approve the Second Extension and Amendment to the Sponsorship Agreement between Collier County and Spirit Promotions for the 2025-2029 U.S. Open Pickleball Championships and make a finding that this item promotes tourism.**
8. **Old Business**

Ten Minute Break

9. Marketing Partner Reports

A. Marketing Partner Reports

10. Tourism Staff Reports

A. Tourism Staff Reports

11. Council Member Discussion

12. Next Scheduled Meeting

A. Next Meeting Date January 22, 2024 *if needed, secondary meeting date January 16, 2024

13. Adjournment