

COLLIER COUNTY
Tourist Development Council



AGENDA

May 21, 2024

9:00 AM

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

Commissioner Rick LoCastro, Chair
Clark Hill, Vice-Chair
Councilor Jared Grifoni
Susan Becker
Amanda Cox
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 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. **April 16, 2024 Meeting Minutes**
5. **Presentations**
 - A. **Executive Director Update**
 1. **TDT Tax Collection Report**
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.**
7. **New Business**
 - A. **Coastal Zone Management**
 1. **Recommendation to approve Tourist Development Tax Fund 1105 funding in the amount of \$350,000 for maintenance of the Tigertail Lagoon / Sand Dollar Island Ecosystem Restoration Project, the necessary budget amendment and make a finding that this expenditure promotes tourism.**
 2. **Recommendation to approve a Tourist Development Council Grant request from the City of Naples for professional services provided by Adept Public Relations, LLC, for a Tourism Impact Study for the Naples Gulf of Mexico Beach Stormwater Outfall Pipe Removal & Water Quality Project in the amount of \$44,879.00, and make a finding that this expenditure promotes tourism.**
 - B. **Recommendation to award Request for Proposal ("RFP") No. 23-8180, "Tourism Fulfillment Services," to Paralegal Consultants, LLC d/b/a Prism Consulting for \$54,000 plus reimbursable expenditures, and make a finding that the related expenditure promotes tourism.**
8. **Old Business**

Ten Minute Break

9. Marketing Partner Reports

A. Marketing Partner Reports

10. Tourism Staff Reports

A. Tourism Staff Report

11. Council Member Discussion

12. Next Scheduled Meeting

A. TDC Next Meeting Date - June 18, 2024

13. Adjournment