

**COLLIER COUNTY
Tourist Development Council**



AGENDA

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

**January 21, 2025
9:00 AM**

**Commissioner Chris Hall, Chair
Clark Hill, Vice-Chair
Susan Becker
Laura Radler
Nancy Kerns
Michael McComas
Edward (Ski) Olesky
Council Member Bill Kramer
Councillor Darrin Palumbo**

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.)

4.A. December 17, 2024 meeting minutes *(2025-53)*

5. Tourism Director Report

5.A. Tourism Director Update and TDT Reports *(2025-12)*

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

7.A. Recommendation to approve a work order with Humiston & Moore Engineers to provide professional support services for the application of a modification to USACE Permit No. AJ-2004- 07621(IP-MJD) to allow dredged sand to be placed on Delnor-Wiggins State Park beach, under the current library services contract 18-7432-CZ, for time and material estimated at \$21,245, and make a finding that this item promotes tourism. *(2025-30)*

7.B. Recommendation to approve a one-year renewal of Agreement No. 22-7979 “Tourism International Representation – UK and Ireland Market” with OMMAC Ltd. for Flat Annual Fixed Price of \$120,000 (\$10,000 per month), and Reimbursable Expenses for Travel, Registrations and Miscellaneous for up to \$80,000 totaling \$200,000 annually and make a finding that this action promotes tourism. *(2025-223)*

7.C. Recommendation to approve a one-year renewal of Agreement No. 22-7980 “Tourism International Representation - Germany Market” with Diamonde e.K. for Flat Annual Fixed Price of \$120,000 (\$10,000 per month), and Reimbursable Expenses for Travel, Registrations and Miscellaneous for up to \$60,000, totaling \$180,000 annually, and make a finding that this action promotes tourism. *(2025-226)*

7.D. Recommendation to approve the expenditure of Tourism Development Tax (TDT) Promotion funds to support the upcoming 2025 Naples Spring Shootout Event up to

\$3,000 to Kickoff Soccer and make a finding that these expenditures promote tourism. (2025-224)

8. Old Business

8.A. Request the TDC review the Expenditures of Tourist Development Tax supported funds for the first quarter of Fiscal Year 2025 and the final report for Fiscal Year 2024. (2025-54)

9. Ten Minute Break

10. Presentations

10.A. Downs & St. Germain Presentation (2025-165)

10.B. Paradise Advertising Presentation (2025-208)

11. Agency Partner Reports

11.A. Marketing Partner Reports (2025-11)

12. Tourism Staff Reports

12.A. Tourism Staff Reports (2025-22)

13. Council Member Discussion

14. Next Meeting Date

14.A. TDC Next Meeting Date - Feb. 18, 2025 (2025-13)

15. Adjourn