

AGENDA

**Thursday, December 13, 2018 at 3:00 p.m.
Pink Shell Beach Resort & Marina
275 Estero Blvd, Fort Myers Beach, FL 33931**

**Estimated
Time**

(Minutes)

- | | |
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| I. Call to Order | |
| II. Pledge of Allegiance | |
| III. Roll Call | |
| IV. ➡ Approval of November 15, 2018 TDC Meeting Minutes | 5 |
| V. Public to be Heard | 5 |
| VI. Municipalities to be Heard | 5 |
| VII. Report of the Executive Director, Tamara Pigott | 20 |
| a. Bed Tax Collection | |
| b. STR Report | |
| c. Airport Traffic | |
| d. VCB Performance Indicators | |
| e. Marketing Update, Brian Ososky | |
| VIII. Report of the Sports Development Executive Director, Jeff Mielke | 10 |
| IX. New Business | 15 |
| ➡ a. Appoint TDC Vice Chair | |
| ➡ b. Approve 2019 TDC Meeting Dates, Tamara Pigott | |
| ➡ c. Approval of FY19 Sales & Marketing Plan | |
| ➡ d. Out-of-Cycle Beach & Shoreline Funding Request, Cayo Costa Tram, Barrier Island Park Society | |
| X. For Council Information | |
| XI. TDC Member Items | |
| XII. Adjourn | |

➡ **Denotes Action Item**

Please Note: The next meeting of the Tourist Development Council will be held on Thursday, January 10, 2019 at 9 a.m. at Lee County Admin East building, first floor conference room 118, 2201 Second Street, Fort Myers, FL 33901.