

**TOURIST DEVELOPMENT COUNCIL**  
**OCTOBER 5, 2017-~~Revised Date~~**  
**2195 Southern Blvd. 1<sup>st</sup> Floor Boardroom**  
**West Palm Beach, Fl 33406**

**AGENDA**

1. **ROLL CALL**
2. **AGENDA ADDITIONS AND DELETIONS – MOTION TO APPROVE**
3. **MOTION TO APPROVE THE JULY 13TH TDC MEETING MINUTES**
4. **MOTION TO RECEIVE AND FILE THE CONSENT ITEMS FOR AUGUST with YTD 2017**
  - A. CONTRACT TRACKING REPORT\*
  - B. CULTURAL COUNCIL REPORT\*
  - C. SPORTS COMMISSION REPORT\*
  - D. FILM & TV MONTHLY REPORT\*
  - E. FILM & TV PRODUCTION REPORT\*
  - F. ERM REPORT\*
  - G. DPBC MONTHLY REPORT\*
  - H. RESEARCH REPORT\*
  - I. DPBC HOTEL LEAD AND LONG-TERM SALES/CONVENTION CENTER REPORT\*
  - J. CONVENTION CENTER INCOME STATEMENT & FINANCIAL OPERATIONS ANALYSIS INCLUDING MARKETING UPDATE\*
  - K. CONVENTION CENTER PRIOR YEAR COMPARISON\*
  - L. CONVENTION CENTER “PACE” REPORT GLOBAL SPECTRUM\*
  - M. CONVENTION CENTER FOOD & BEVERAGE REVENUE REPORT\*
  - N. AIRLIFT DEVELOPMENT\*
  - O. PBC HOTEL PERFORMANCE BY MONTH (2016)\*
  - P. ALL AGENCIES CURRENT OPEN EMPLOYMENT OPPORTUNITIES\*
5. **OLD BUSINESS – DISCUSSION ITEMS**
  - A. TDC
    1. Director’s Report\*
      - a. Bed Tax\*
      - b. TDC Scorecard & Discover Hotel Performance Dashboard\*
      - c. Report Out\*
      - d. Status of Visit Florida Partnerships\*

**6. NEW BUSINESS – DISCUSSION ITEMS**

**A. TDC**

1. Update of additional language for advance payment in the 5-year Agency Contract with Discover.\*
2. Update of additional language for advance payment in the 5-year Agency Contract with the Sports Commission.\*
3. Update of additional language for advance payment in the 5-year Agency Contract with the Film and TV Commission.\*
4. Update of additional language for advance payment in the 5-year Agency Contract with the Cultural Council.\*

**B. DISCOVER**

1. Motion to approve the FY18 Marketing Plan\*  
25 Minutes Presentation- 5 Minutes Q&A
2. Two Minutes Update

**C. FILM AND TV COMMISSION**

1. Motion to approve the FY18 Marketing Plan\*  
20 Minutes Presentation – 5 Minutes Q&A
2. Two Minute Update

**D. SPORTS COMMISSION**

1. Motion to approve the following Category “G” Grant Agreements:

- |    |                                                                                                                                                                                   |                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| a. | Optimist International Youth Program Foundation, Inc., for the Optimist International Tournament of Champions (Golf) on November 11-12, 2017 at PGA National Resort & Spa. (FY18) | \$2,000         |
| b. | FITTEAM Palm Beaches Marathon, December 1-3, 2017-Meyer Park Amphitheater. (FY18) NEW                                                                                             | \$15,000        |
| c. | 2017 Equestrian Holiday & Horses Circuit November 29, 2017 – January 7, 2018 at the PB International Equestrian Center. (FY18)                                                    | \$15,000        |
| d. | Florida Motorcycle Road Racing Assoc., (FMRRRA) Series, to be held in Nov. 18-19 (FY18), December 16-17, Jan., 27-28, Feb., 17-18 and May 5-6at PB International Raceway. NEW     | <u>\$5,000</u>  |
|    | <b>Total Amount</b>                                                                                                                                                               | <b>\$37,000</b> |

2. Summer 2017 Update\*- 5 Minutes
3. Spring Training Update\*- 2 Minutes

**E. CONVENTION CENTER**

- 1. Global Spectrum\*Dave Anderson**
  - a. Two Minute Update**
- 2. Ovations\*-Vince LaPapa**
  - a. Two Minute Update**

**F. CULTURE**

- 1. Two Minute Update**

**G. ERM**

- 1. Two Minute Update**

**7. BOARD COMMENTS**

**8. ADJOURNMENT**

**The next TDC Board Meeting will be November 9, 2017 at 9:00 am at the TDC location of 2195 Southern Blvd., 1<sup>st</sup> Floor Boardroom, West Palm Beach.**