

**TOURIST DEVELOPMENT COUNCIL**  
**Thursday, September 8, 2022 – 9:00 A.M.**  
**2195 Southern Boulevard**  
**West Palm Beach, Florida 33406**  
**AGENDA**

1. **ROLL CALL\***
2. **MOTION TO APPROVE AGENDA ADDITIONS AND DELETIONS\***
3. **MOTION TO APPROVE JULY 14<sup>th</sup> TDC MEETING MINUTES\***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR AUGUST 2022  
emailed to the Board and SEPTEMBER 2022 included under this Agenda\***

**MARKETING AGENCIES REPORTING**

- A. **DTPB ACTIVITY REPORT\***
- B. **CULTURAL COUNCIL ACTIVITY REPORT\***
- C. **SPORTS COMMISSION ACTIVITY REPORT\***
- D. **FILM & TV MONTHLY NEWSLETTER\***
- E. **FILM & TV PRODUCTION REPORT\***

**PBC CONVENTION CENTER OPERATING REPORTS**

- F. **CONVENTION CENTER INCOME STATEMENT & FINANCIAL  
OPERATIONS ANALYSIS COMPARED TO BUDGET & PRIOR YEAR\***
- G. **CONVENTION CENTER MARKETING UPDATE\***
- H. **CONVENTION CENTER “PACE” REVENUE REPORT\***

**OTHER TDC SUPPORTED AGENCY/DEPARTMENTS REPORTS**

- I. **ERM PROJECT STATUS REPORT\***
- J. **PBI TRAFFIC REPORT\***
- K. **CONTRACT TRACKING REPORT\***
- L. **FY2022 QUARTERLY REPORTS 06.30.2022\***

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. **TDC TOURISM PERFORMANCE METRICS**
  1. **TDC DASHBOARD CURRENT MONTH & FY2022\***
    - a. **Bed Tax Collections\***
    - b. **Report Out Metrics\***
- B. **CHECKPOINT #22 JULY 2022 COLLECTED AUGUST 2022\***
- C. **PBI UPDATE – Lacy Larson**

6. **NEW BUSINESS – DISCUSSION ITEMS**

**A. ERM**

1. Two Minute Update- Deb Drum

**B. DISCOVER**

1. Introduction of Milton Segarra – Jorge Pesquera
2. Website Contract-Madden Media\* – Jorge Pesquera –  
MOTION TO APPROVE
3. Presentation of New Creative Agency\* - 10 Minutes – Erika Constantine
4. Agency of Record Contract\* – MOTION TO APPROVE
5. Two Minute Update – Jorge Pesquera

**C. SPORTS COMMISSION**

1. The Category “G” Grant Agreements\*

**MOTION TO APPROVE**

	<b>Grant</b>	<b>Amount</b>	<b>Room Nights</b>
a.	Columbus Day Discovery Showdown (October 6-9, 2022) – Palm Beach Skate Zone, Palm Beach Ice Works	\$8,000	800
b.	Perfect Game WWBA Championship Week / Perfect Game WWBA 13U & 14U World Championship (October 6-17, 2022) – Ballpark of the Palm Beaches, Roger Dean Chevrolet Stadium, Santaluces Athletic Complex	\$84,000	10,239
c.	USTA Columbus Day Open (October 8-10, 2022) – Boca West Country Club, Boca Lago Country Club, Delray Beach Tennis Center, Seven Bridges Tennis Center, Palm Beach Gardens Tennis Center	\$7,500	500
d.	World Comes to the Palm Beaches (October 26-30, 2022) – Ballpark of the Palm Beaches, Santaluces Athletic Complex	\$15,000	1,589
e.	TimberTech Championship (October 31 – November 6, 2022) – Royal Palm Yacht & Country Club	\$40,000	1,500
f.	Holiday Basketball Classic of the Palm Beaches (December 27-30, 2022) – The Benjamin School, Perseverance Training Center	\$15,000	1,200
g.	THE Spring Games (February 19 – March 25, 2023) – Seminole Palms Park, Okechee Park - <i>NEW</i>	\$58,500	8,127
	<b>Stimulus Funds:</b>		
h.	Jackson T. Stephens Cup (October 9-12, 2022) - Seminole Golf Club - <i>NEW</i>	\$30,000	1,000
	<b>Total</b>	<b><u>\$258,000</u></b>	<b><u>24,955</u></b>

**2. Two Minute Update - George Linley**

**D. CULTURAL COUNCIL**

**1. Two Minutes Update – Dave Lawrence**

**E. FILM & TV**

**1. Two Minute Update – Chuck Elder**

**F. CONVENTION CENTER**

- 1. Spectra Venue Management**
  - a. Two Minute Update- Dave Anderson**
- 2. Spectra Hospitality**
  - a. Two Minute Update – Kathy Griffin**

**7. BOARD COMMENTS**

**8. PUBLIC COMMENTS**

**9. ADJOURNMENT**

**The next Meeting will be on October 13, 2022.**

**\*Attachment included.**