

## HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

“The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets, that increase visitation and provide local economic impact.”

### January 23, 2025 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, January 23, 2025, at 2:00 pm. The meeting was held at Lead Foot City, 17109 Old Ayers Rd., Brooksville, 34604. The meeting had been advertised and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

#### **MEMBERS PRESENT:**

Mike Dolan  
Diane Greenwell  
Yann Milcendeau  
Roger King  
Therese White

#### **STAFF:**

Tammy Heon, Tourism Development Manager  
Valerie Pianta, Director of Economic Development  
Michelle Rose, Administrative Assistant II

**EXCUSED:** Brian Hawkins, JW McKethan, Catherine Reeves, Christa Tanner

**CALL TO ORDER:** Roger King called the meeting to order at 2:01 pm, on Thursday, January 23, 2025. The following is a summary of discussions that took place.

**FINANCE REPORT:** Tammy Heon

TDT collections for November 2024 are \$156,168; an increase of 19.9% from last year's November collection of \$130,213.

TDT collections for December 2024 are \$239,153; an increase of 54.3% from last year's December collection of \$154,952.

TDT collections for January 2025 are \$274,626; an increase of 73.0% from last year's January collection of \$158,742.

Fiscal Year to Date TDT total collections is \$669,947; an increase of 50.9% from last year's collection of \$443,908; Marketing and Operations are \$535,958; Destination Development are \$133,989.

Year-to-date Expenditures as of January 21, 2025, are: Personnel and Benefits - \$118,153 with a balance of \$289,372; Operating Expenses - \$117,114 with \$155,183 in Outstanding Encumbrances with a balance of \$1,362,254; Non-Operating Expenditures, including reserves - \$2,954,458; Transfer to Other Funds is our health insurance and Chinsegut Hill insurance - \$62,720. Our total budget for FY25 is \$5,059,253; we have a remaining balance of \$4,668,803.

**Lodging Comparisons by Lodging Type:** Vacation Rental Homes are now down to 38% of our lodging collections. Historically, VRH are about 40% of our revenue.

According to our Key Data Report, our VRH properties have increased to 1,342, from last week's count of 1,311. It appears that thirty-one properties have come back online in the past week, although they could also be new rental units rather than returning units.

Therese White joined the meeting at 2:21 pm.

**MINUTES of the November 21, 2024, TDC Meeting:** A copy of the minutes of the November 21, 2024, TDC Meeting was included in the meeting packet.

**MOTION:** A motion was made by Diane Greenwell to approve the minutes of the November 21, 2024, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**MANAGER'S REPORT:** Tammy Heon

**Key Data Lodging KPI:** With the exception of one, all of our numbers continue to be up year over year. The only place there is a small decline is in Vacation Rental Occupancy, -1%. That comes from that month after the hurricanes when properties were still in the system but unable to be rented; they were still counted as inventory. The ADR, RevPAR, and Revenue values are good.

**John "JW" McKethan:** Tammy reported that he is a new member of the Brooksville City Council and our new TDC Member. He volunteered to be a TDC Member and is very enthusiastic, having already been in to discuss the mission and his role on the TDC.

**Events Information:** If you haven't done so already, please sign up for our weekly Calendar of Events email which is sent out every Wednesday afternoon. In the email, you will find a printer friendly pdf of two week's events. Our online Calendar of Events is at <https://floridasadventurecoast.com/annual-events-and-festival/>. We can provide a QR code to the site. We also have the Annual Events page at <https://floridasadventurecoast.com/annual-events-and-festival/> of our recurring events that is organized by season. Our Events Feed has been upgraded by adding the "nearby" feature which integrates places and events.

**Partner Portal:** It is to be launched next week, <http://floridasadventurecoast.com/portal/>. Content includes a Sales and Marketing page with our cooperative opportunities and information on FAM Tours. There is a Research page where we are posting Key Data and Zartico Reports, a page with how to connect with our Social Media, and much more.

**Five to Try:** Please view our National Pie Day impromptu video with Shannon Craig, <https://www.youtube.com/watch?v=TY2ypg9EXf0>.

**NEW BUSINESS:**

**TDC Grant Funding Applications:**

**Hernando County Fine Arts Council:** Art in the Park is scheduled for March 8<sup>th</sup> and 9<sup>th</sup>, 2025, at Tom Varn Park in Brooksville. The Arts Council has requested a \$10,000.00 grant. The state of Florida has not allocated any arts funding for this year. Art in the Park has a marketing budget of \$12,202.00. Based on points earned and one-third allowance of their budget, the recommended TDC Grant Funding award amount is \$4,000.00.

Mike Dolan suggested that as much help as possible be granted to Art in the Park as they are a long-standing event that brings a tremendous amount of visitation. However, we should also encourage them to find new sources of funding.

Discussion ensued.

**MOTION:** A motion was made by Mike Dolan to approve their original grant request for \$10,000.00. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

Diane Greenwell, member of the Hernando County Fine Arts Council, abstained from voting.

**Brooksville Main Street:** Pedal Play Day Bike Fest, an inaugural event, is scheduled for March 22<sup>nd</sup>, 2025, at Russel Street Park, The Good Neighbor Trail Head. It is a four-hour event. Activities include: bike rodeo, skills exhibit, safety class, repair station, decoration station, and more. Brooksville Main Street has requested \$4,050.00. Based on points earned and one-third allowance of their budget, the recommended TDC Grant Funding award amount is \$1,350.00.

**MOTION:** A motion was made by Therese White to approve the grant for \$2,025.00. Motion seconded by Mike Dolan. Motion passed; all in favor and none opposed.

The recommendations for grant funding will be presented to the BOCC for final approval.

In April, the TDC will schedule a Grant Funding Workshop to review and discuss the grant funding process.

**Winter/Spring Media:** Tammy presented three Visit Florida Co-ops campaigns. Visit Florida co-ops are usually very affordable as Visit Florida pays 25% of the cost.

**Atlanta Journal:** There is a branded Visit Florida section in the Sunday paper. It includes print ad, an online native article, digital ads, and email blast. Atlanta is our largest out of state market. Our cost is \$4,500.00

**Visit Florida Remarketing Display ad campaign:** Remarketing refers to visitors who have visited the Visit Florida's website and have matching audience segments. The visitors are then retargeted with our ad, essentially targeting a prequalified audience. For a four-week campaign, our cost is \$3,750.00 each for two campaigns; the total is \$7,500.00.

**Visit Florida Remarketing Video ad campaign:** This remarketing campaign will include a video commercial. We will have the video, a professionally produced television commercial, originally created for the Disc Golf Tournament. Our cost is \$7,500.00

**MOTION:** A motion was made by Therese White to approve \$15,000.00 for the three Visit Florida Co-op Campaigns. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Television Commercial by Simple Social:** The Discraft Supreme Flight Open includes a minimum of two, thirty second commercial spots. Tammy collected three quotes to create the commercial. Simple Social will include the b-roll and two end cards: one for CBS Sports and one for Visit Florida. The story boards include camping, hiking, mountain biking, trail cycling, fishing, kayaking, mermaids, and historic downtown Brooksville. Their all-inclusive quote includes bringing the talent and the props. Simple Social comes highly recommended. The cost of producing the commercial is \$20,180.00.

**MOTION:** A motion was made by Mike Dolan to approve \$20,180.00 for the television commercial. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**Important Dates to Note:**

- ❖ TDC Meeting - March 27<sup>th</sup>
- ❖ Booksville - January 25<sup>th</sup> 10:00 am - 3:00 pm
- ❖ Front Porch Art Walk - February 1<sup>st</sup>
- ❖ Discraft Supreme Flight Open - February 28<sup>th</sup> - March 2<sup>nd</sup>

**TDC MEMBERS REPORTS:**

**Therese White** reported that Motel 6 of Spring Hill is the leading Motel 6 in the Country.

**Yann Milcendeau** reported that The Hernando Beach Motel has been closed for six months and hopes to reopen on March 15<sup>th</sup>. Additionally, the canals in Hernando Beach need to be cleaned up as they are still full of debris.

**PUBLIC COMMENT:** None submitted, and nothing to report.

The meeting was ajourned at 4:05 pm.

Prepared by:  
Michelle Rose