

**Tourist Development Council Regular Meeting**

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, May 30, 2024

9:00 a.m.

The regularly scheduled meeting for the Tourist Development Council was held both in person and via WebEx.

Mr. Jeff Bailey read into the record, members of the public are advised that this meeting/hearing is a public proceeding, and the clerk to the board is making an audio recording of the proceedings, and all statements made during the proceedings, which recording will be a public record, subject to disclosure under the public records law of Florida. Be aware, however, that the audio recording may not satisfy the requirement for a verbatim transcript of the proceedings, described in the notice of this meeting, in the event you desire to appeal any decision adopted in this proceeding.

**Roll Call**

Present:

Rus Adams, Victoria Billig, Christopher Fernandez, Danny Gaekwad, Commissioner Ron Livsey, Councilmember Barry Mansfield, Jason Reynolds, Commissioner Carl Zalak and Jeff Bailey.

Staff:

Loretta Shaffer, Sky Wheeler, Danielle Neron, Candace Shelton, DeeDee Busbee, Bryan Day, Jessica Heller, Corry Locke

Guests:

Rodney Gutierrez, World Equestrian Center; Carl Brigandi, Effectv; Kevin Milak, Florida Aquatics Swimming and Training (FAST), Glenn Kopriva, Treasurer – National Model Railroad Association; Jeff Guzowski, Director at Large – National Model Railroad Association; Evelyn Morales, Hampton Inn; Breanna Dacks, Visit Florida; Milton Busby, candidate for Marion County Sheriff; Dave Miller, MAVEN; Jim Couillard, Ocala/Marion County Parks and Recreation Director; Dana Olesky, Chief Assistant County Attorney; Angel Roussel, Assistant County Administrator

### **Notice of Publication**

Notice was published on the County Website on January 2, 2024 and subsequently updated to include WebEx information on May 30, 2024.

Christopher Fernandez in at 9:02 am

### ***Approval of Minutes***

**A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Carl Zalak, to adopt the minutes from the April 25, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (6-0).**

### ***Acknowledgement of Financials – April 2024***

**A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Carl Zalak, to review and approve April 2024 Financials. The motion was unanimously approved by the council (7-0).**

### ***Report from Chair***

### ***Funding Requests***

#### ***National Model Railroad Association Sunshine Region***

Mr. Bryan Day, Group Sales Coordinator, presented a funding request from the National Model Railroad Association in the amount of \$1,400.00. The anticipated sales from this event was noted as \$93,226.00 with a total ROI of 89%. The event planner anticipated 80 attendees and 100 room nights. The organization indicated the use of funds would include marketing materials, convention promotional materials and advertising. Mr. Day introduced Mr. Glenn Kopriva, National Model Railroad Association Treasurer and Mr. Jeff Guzowski, National Model Railroad Association - Director-At-Large, who attended the meeting. Mr. Kopriva and Mr. Guzowski advised the name of their convention was changed to "Iron Horse" in an effort to honor Ocala/Marion County, The Horse Capital of the World.

**A motion was made by Mr. Jason Reynolds, seconded by Commissioner Carl Zalak, to approve the recommendation for the requested funding amount of \$1,400.00 for the National Model Railroad Association Sunshine Region Convention to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

### ***Staff Updates***

#### ***Rotary Sportsplex Synthetic Turf Conversion Funding – Jim Couillard***

Ms. Loretta Shaffer, Tourism Development Director, introduced Mr. Jim Couillard, Ocala/Marion County Parks and Recreation Director who discussed the vision behind a joint venture between Tourism Development and the Parks and Recreation Department to enhance the Rotary Sportsplex. Mr. Couillard presented a funding request to support the conversion of two existing soccer fields at Rotary Sportsplex from grass to synthetic

turf. A diagram was presented which showed two unlit fields currently located in the back of the Rotary Sportsplex. Mr. Couillard stated these two fields were consistently used and the Parks and Recreation Department had difficulty maintaining the grass surfaces. In an effort to draw more activities, more attendance and to maintain consistent maintenance, the Parks and Recreation Department would like to convert these fields from grass to synthetic turf. He further advised this conversion would allow for less maintenance and increased availability. Along with synthetic turf, the department would like to add bleachers, shade cloths, paved parking, handicap accessibility, an improved drive-way and lighting. The turf conversion and upgrades would allow Ocala/Marion County to host multiple types of sporting events. A robotic turf painter would also be utilized to reconfigure the field as needed.

Mr. Milton Busby, a member of the audience, requested to know if the advantages and disadvantages associated with natural grass versus synthetic turf were weighed. He provided 2801 NW 17<sup>th</sup> Street address for the record.

Mr. Couillard replied in the affirmative. He advised research was conducted and publications from the NFL were reviewed which indicated synthetic turf was a safer product, when the size of the player and the speed of the game, were taken into consideration.

Mr. Busby then asked how heat would affect the synthetic turf and the players.

Mr. Couillard stated that was an ongoing question posed throughout the process and was taken into consideration during the planning phase of the conversion. A product called BrockFILL, a highly engineered wood particle infill specifically designed to improve traction and reduce artificial turf heat, would be used on the field. This product would hold moisture which would release over a period of time causing the turf to maintain a temperature 30-40 degrees cooler than average.

Commissioner Carl Zalak stated that synthetic turf holds more heat than natural grass and emphasized the primary reason for this conversion was playability. He advised Ocala/Marion County has approximately 4,000 kids playing youth sports on these fields which caused them to need serious repair and maintenance. Commissioner Zalak advised if the funding request was approved, the department would still need an additional \$1 million before they were able to proceed. He then stated the Parks and Recreation Department may need to come back before the Council at a later date with additional funding requests.

Mr. Bailey requested to know if any other Astro Turf fields exist in Ocala.

Mr. Couillard stated no public synthetic fields currently exist in Ocala.

Mr. Bailey stated the demand to use the field would be extremely high since it would be the only public access synthetic field in the county. He then requested to know if anything was done to ensure that future tournaments had the opportunity to use the field so the Visitors and Convention Bureau could secure tourism dollars.

Mr. Rus Adams in a 9:18 am

Mr. Couillard advised the maintenance of the fields would drive availability. Secondly, the Parks and Recreation Department must honor agreements with local sports leagues and lastly, rental agreements could be reviewed. Mr. Couillard advised the Parks and Recreation Department works with the Tourism Department on a regular basis to block out dates for tournaments.

Mr. Couillard advised the synthetic field had a 10-15-year lifecycle which alleviated the need to irrigate, fertilize and mow every week.

Mr. Christopher Fernandez requested to know the current yearly maintenance cost for the fields.

Mr. Couillard advised the maintenance agreement with Astro Turf would be approximately \$1,500.00 per year and the overall maintenance cost for the synthetic field was approximately \$5,000-10,000 per year, much lower than the cost to maintain natural grass.

Mr. Fernandez again requested to know the current cost to maintain the natural grass fields.

Mr. Couillard stated he could obtain the cost to maintain each field and provide it to the Council at a later date.

Mr. Bailey requested to know if an estimated maintenance cost existed.

Mr. Couillard advised the cost would be much less. He further advised the cost to maintain the synthetic turf would be close to 10% of the cost to maintain natural grass due to the lack of watering, mowing, fertilization, gas and staff time.

Commissioner Zalak and Mr. Couillard indicated the use of gum, sticky drinks (i.e. Gatorade or soda) and sunflower seeds would be prohibited near the turf.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$500,000.00 for the Rotary Sportsplex Synthetic Turf Conversion to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

*Quarterly Public Relations and Analytics Report – January – March Data*

Danny Gaekwad in at 9:26 am

Ms. Shaffer then introduced Jessica Heller, Marketing and Communications Supervisor, who reviewed the Public Relations and Analytics Report for the period of January through March of 2024. She began the discussion with geographical public relations information which highlighted topics such as events, travel, chatter, outdoor adventure, arts and culture and the Equestrian news. Ms. Heller noted that outdoor adventure was the primary topic discussed in Florida but was also a topic of discussion in New York,

California, Louisiana, Texas and Ohio. Internationally, outdoor adventure was a topic of discussion in Canada, the United Kingdom, Italy, India and New Zealand. The VCB hosted a FAM Tour for journalists visiting in the Ocala/Marion County market, in partnership with the World Equestrian Center and TK Public Relations, in February of 2024. The group visited the state as part of Traveler's Writer's University and the trip was split between workshops and the FAM Tour. Ocala/Marion County hosted nine journalists from across the United States and was able to showcase the county's outdoor adventure, culinary arts and sports venues. These journalists would provide a multitude of stories for the county as some of them were on assignment and some worked as freelance journalists. The World Equestrian Center hosted the workshops and provided lodging while the Ocala/Marion County Visitors and Convention Bureau provided transportation. The journalists were able to visit attractions such as Rainbow Springs, the Grandview Clydesdale Tour and Swampy's along with experiencing a food tour in Downtown Ocala. Ms. Heller then discussed the Visit Florida Huddle and Encounter 2025 convention. In February 2024, a press release was distributed and Ms. Shaffer announced that Ocala/Marion County would host the 2025 convention. Ms. Heller also highlighted the total earned media for the quarter which was noted as \$757,615.83 with a total reach of \$81,455,667. She then discussed Social Media highlights which compared January through March 2024 to October through December 2023. Ms. Heller advised when all social media platforms were taken into consideration, Ocala/Marion County generated over 9,000,000 impressions, over 185,000 engagements and over 75,000 post link clicks.

Mr. Danny Gaekwad requested to know the meaning of engagement.

Ms. Heller explained that engagement defined was when someone interacted with a social media post such as liking a comment, posting on social media, watching a video, etc.

Mr. Gaekwad requested to know if the data provided indicated the length of time someone interacted with the website.

Ms. Heller advised she could review her documentation to obtain information on the engagement time for clicks and/or work with the website agency to obtain the information. She advised engagement times for links to social media pages were available under website information for review.

Mr. Gaekwad advised review of the engagement time for the website pages would allow the staff to see where visitor interest lies therefore more emphasis could be placed on those pages.

Ms. Heller advised she would make sure to highlight that information going forward. She then advised the most popular Instagram post was a video of manatees at Silver Springs State Park which generated 666 total engagements and 549 likes. The top Facebook post was of the Gateway Pillars which generated 11,913 engagements and 2,266 reactions. The top Twitter post was of the local springs, followed by manatees and lastly, Marion County horses.

Mr. Gaekwad stated the local horses generated less engagements than other categories on social media during that time.

Ms. Heller affirmed and stated manatees were very popular on social media right now. She then discussed the Ocala/Marion County Mobile App stating international downloads have increased with 617 total downloads generated during this quarter. She also emphasized the App has received 3,317 total downloads since inception. Ms. Heller stated the OcalaMarion.com website generated 311,000 unique users (313,000 new users/first visit) to the site who viewed 680,000 different pages, with the largest percentage of the audience being organic searches.

Ms. Wheeler advised page 128 of the TDC packet addressed the question posed by Mr. Gaekwad regarding the average engagement time for website pages.

Ms. Heller then discussed the average engagement for website pages and stated the most visited pages were the Home page, Events, Manatee blog and Things to Do Outdoors. The average engagement time for the OcalaMarion.com Home page was noted as .08 seconds; the Events Calendar page was 1.17 seconds; the Outdoor Activities page was .38 seconds and Restaurants/Dining was .56 seconds. She then advised OcalaMarion.com visitors generated 33,556 clicks to partner websites, signed up for 1,826 newsletters and requested 588 Vacation Guides.

Mr. Gaekwad requested to know how the Vacations Guides were distributed.

Ms. Heller advised Ms. DeeDee Busbee, Tourism Development Specialist, mailed the guides via USPS daily but a downloaded version existed on the website.

Mr. Bailey advised that he noticed the page views increased approximately 30% from January to March and wanted to know if it would decrease as the summer months approached.

Ms. Heller stated she would review the trends and advise if a decrease would be typical for that quarter of the year. Ms. Heller also stated the decreases were less drastic than in the past due to scheduling of more events, an updated event calendar and better SEO. Lastly, she discussed the partnership with Tempest to distribute a monthly newsletter inclusive of event highlights and things to do based on the season. Ms. Heller then showed the Council photos of two static billboards, one erected in the Orlando market and the other off of Interstate 75 near the State Road 200 exit.

#### *National Travel and Tourism Week*

Ms. Shaffer then highlighted National Travel and Tourism Week which ran from May 19-25, 2024 and advised Chairman Bailey joined the staff, along with the Board of County Commissioners, to discuss how tourism uplifts the economy, increases employment opportunities and generates revenue. She also highlighted the photo gallery housed at Silver Springs State Park and the public relations news segment filmed by Channel 6 News.

*National Bike Month – Mickey Thomason*

Ms. Shaffer then highlighted National Bicycle Month. She advised Mickey Thomason, Marjorie Harris Carr Cross Florida Greenway – Manager, would retire at the end of the month. Mr. Thomason was recognized at the Board of County Commissioners meeting and praised for his stewardship and dedication to the Cross Florida Greenway.

*Tourism and Hospitality Industry Roundtable – June 5, 2024*

Ms. Shaffer advised the Tourism and Hospitality Industry Roundtable was approaching and Mr. Corry Locke would present, along with the staff, to highlight the Marketing Assistance Funding Program, as well as, the Room Night Generating Funding Program to the community.

*Accommodator Focus Group – June 26, 2024*

Ms. Shaffer then discussed the implementation of the Accommodator Focus Group which would address elements of the Long-Range Tourism Plan and advancing the STR report. This group would work with accommodators to review and evaluate co-ops, trade-shows and room-night tracking.

*Sales Update*

Mr. Locke presented an award received by the Ocala/Marion County Visitors and Convention Bureau from CSEA (College Swimming and Diving Coaches Association) National Championships for the Best Awarded Event, Mid-Market. He then discussed new business which included the National Model Railroaders Association Florida Convention and the Florida Swimming Pool Association Board of Directors Meeting. Mr. Locke advised of new leads which included the Atlantic Sun Conference Swimming and Diving Championships and the Florida Association of Community Health Centers Annual Conference. Lastly, he discussed ongoing leads such as the USA Roller Sports National Championships, the Florida Environmental Health Association Annual Education Meeting, the Big East Swimming and Diving Conference Championships and the WoodmenLife Florida Jurisdictional Convention. Mr. Locke then advised of future conferences and tradeshow scheduled which included the Florida Attractions Association Annual Conference (June 9-12, 2024), the FSAE Annual Conference (July 17-18, 2024) and Destination Southeast (August 18-20, 2024).

Mr. Gaekwad requested more information regarding the USA Roller Sports National Championship which showed an estimated 12,500 room nights.

Mr. Locke advised this would be a month-long event which would host multiple roller sports competitions such as Roller Figure Skating, Speed Skating, Roller Hockey, etc. Mr. Locke then reminded the council that a \$200,000.00 Bid-Fee was presented therefore, if Marion County was awarded the opportunity to host the event, the funding request would come back to the council for recommendation. He stated the staff was working to secure dates for site visits so the event planners could experience Ocala/Marion County.

Mr. Bailey reiterated that Ocala/Marion County was not chosen to host the event in 2024.

Mr. Locke affirmed and advised the organization chose to go to Nebraska, their home base, in 2024.

Commissioner Zalak requested to know the ROI on a \$200,000.00 Bid-Fee.

Mr. Locke advised the ROI was considered. He also indicated that the Visitors and Convention Bureau budgets \$500,000.00 annually for Bid-Fee opportunities and this event would be within those parameters.

Mr. Adams requested to know the reimbursement amount for the Room Night Funding Program.

Ms. Shaffer responded and advised \$14.00 per room night.

Mr. Bailey calculated the potential reimbursement if the organization chose to pursue the Room Night Reimbursement Program vs Bid-Fee and indicated 12,500 room nights, secured and verified, would generate a reimbursement of \$175,000.00.

Mr. Adams advised the reimbursement amount would be comparable regardless of the funding option. He further advised the fact that the organization would host their event during the shoulder season (before or after the peak season) made up for the difference in funding.

#### *TDT Collections/STR and Key Data Update*

Ms. Wheeler advised the Marketing and Communications team submitted a press release highlighting the Gateway Project to Marion County Public Relations Department for review. The Visitors and Convention Bureau coordinated with the City of Ocala, Florida Department of Transportation, Commercial Industrial Corporation (Contractor) and Kimley Horn (Project Manager) to draft the press release and it would be distributed soon. Ms. Wheeler then stated that Florida Department of Transportation advised the timeline for the North Gateway was accelerated, once again. Therefore, the money which was originally proposed to fund the Capital Improvement Project in 2025 (FY 2025 Budget) would be moved by Budget Amendment and presented before the Board of County Commissioners in June 2024 to fund the project this Fiscal Year. Ms. Wheeler explained the Budget Amendment was required because Florida Department of Transportation wanted to solicit contractors and required the necessary funds be committed to the project. She then presented the Tourism Development collection totals for the reporting period of April which covered March revenues and stated the collections totaled \$697,599.40, an increase of \$20,156.22 or 2.98% year over year, with 2.8% from late taxes and penalties. Ms. Wheeler emphasized this was the highest collection total, to date, for the Ocala/Marion County Visitors and Convention Bureau. She then went on to discuss STR Data for Marion County and Visit Florida. She advised the April STR Data for Marion County noted occupancy at 60.5% which was a decrease of 1.6% year over year, ADR was \$122.12 an increase of .1% from last year and RevPar



was \$73.90 a decrease of 1.4% from last year. For the running twelve (12) months, occupancy decreased 8.8%, ADR increased 2.9% and RevPar decreased 6.2%. Ms. Wheeler noted the past two (2) months of data showed an increase of 10.1% in supply, a significant increase in a market the size of Marion County. Next, she discussed the Visit Florida April STR Data results which showed occupancy, state-wide, at 71.6% which was a decrease of 2.9%, ADR was \$204.66 a decrease of 3.8% and RevPar was \$146.49 a decrease of 6.6%. Ms. Wheeler stated the April Key Data report (short-term rental tracking) showed occupancy at 45.2% which was a decrease of 3% from last year, ADR was \$160.00 with no change from last year and RevPar was \$56.00 a decrease of \$3.00 from last year. She further stated the total room nights available for Marion County showed a drastic shift, totaling 5,785, an increase of 29% from last year's total of 4,489.

Mr. Gaekwad requested confirmation on the total room nights available for Marion County.

Ms. Wheeler reiterated the room night total of 5,785. She then stated the nights available for area hotels was noted to be approximately 5,000. Ms. Wheeler advised the short-term rental data for the running twelve (12) months showed occupancy decreased 8%, ADR decreased 8% and RevPar decreased 19% but nights available increased 25%. She then advised that nights available have continued to increase, significantly, every month for the past twelve (12) months. She stated the Tax Collector's Office was doing a great job monitoring the collection of taxes and providing short-term rental locations with tax collection packets.

Mr. Bailey requested to know if the increase in short-term rental availability was indicative of the increase in housing, such as apartments, which were available. He stated that people were moving out of their homes and relocating to apartments which then released the residence for use in the short-term rental market.

Ms. Wheeler stated there were a number of reasons why the short-term rental market has increased drastically since it is a lucrative business to invest in. The data relative to relocation of homeowners to apartments and short-term startups does not exist. Ms. Wheeler advised she would check with Key Data to see if they were able to indicate where the short-term rentals were located within the county. She then advised Key Data was not an enforcement tool, only a data collection tool.

Mr. Adams requested to know if there has been any impact from the growth of apartments in Marion County. He advised apartment units advertise rental terms of 7-12 months but would entertain shorter rental agreements. Therefore, the units appear to be Single-Family Homes when in actuality, they are short-term rentals.

Ms. Wheeler advised management companies were normally compliant. She further stated the problem existed with personally owned units where owners were unclear about the law or were under the impression their rental platform provided the service.

Ms. Shaffer advised there was a Bill passed by the House and Senate which would potentially go into law that may answer some of these questions in the future. The Bill

addressed short-term rentals and assistance from the Department of Professional Regulations regarding compliance.

Mr. Gaekwad then stated the council needed to review why the short-term rental market increased 25% because that was significant.

Ms. Wheeler advised the Tax Collector's Office was legally able to access very specific information due to the Revenue Information Sharing Exchange Act. However, that office attended a Tourism Development Tax Conference, annually, and the Visitors and Convention Bureau would speak to Tammy McCann, Marion County Deputy Tax Collector – Tourist and Tax Department, to see if any new data or trends were discussed regarding the short-term rental market.

Mr. Bailey requested to know if the Visitors and Convention Bureau was allowed to share the information collected by Key Data over the years.

Ms. Wheeler stated she would speak to Key Data to determine whether that was allowed because they have specific requirements as it related to information sharing and re-publication.

Mr. Zalak requested information which showed the location of the short-term rentals which generate the most revenue or where the majority of short-term rentals were located.

Ms. Wheeler advised she would speak to Key Data to see if that information was available.

Mr. Zalak stated during the Equestrian Season the short-term rental market increased significantly and created a Code Enforcement issue, along with, a tax collection issue.

Ms. Wheeler then advised that Key Data reviews the internet for short-term rentals which were advertised. The short-term rentals which were secured via "word of mouth" were not captured via Key Data.

Mr. Gaekwad stated if the number of available room nights for short-term rentals (5,785) was compared to the number of available room nights for hotels (5,000), the tax collection total for short-term rentals should have been greater. He further stated due to the increased ADR for short-term rentals (\$160.00) compared to the ADR for hotels (\$122.00), the taxes collected should be more than the county received.

Mr. Zalak and Mr. Bailey requested to know the percentage of occupancy in short-term rentals vs hotels during this time period.

Ms. Wheeler advised short-term rental occupancy was 45% and hotel occupancy was 60% for the same time period. She further stated the percentage of occupancy, for the running twelve (12) months, was 25%.

Commissioner Zalak then stated the tax collection total for short-term rentals should be double that of the collection for hotels.

Mr. Gaekwad affirmed and requested that Mr. Angel Roussel, Assistant County Administrator, along with the Marion County Commissioners create a Task Force to enforce collection of short-term rental revenue.

Commissioner Zalak requested to confirm the time period in which the tax collection data represented, monthly or quarterly.

Ms. Wheeler advised the collection total presented was for one month.

Mr. Gaekwad then reiterated due to enforcement issues, \$300,000 per month was not collected

Ms. Shaffer advised there was a program with the Tax Collector's Office, before COVID, where they would notify short-term rental owners who were non-compliant.

Commissioner Zalak requested to know what method the county could use to enforce tax collection from residents who have rented their homes for years without payment of tax or consequence.

Mr. Gaekwad stated the county needed to educate the residents as to the tax collection requirements.

Ms. Wheeler advised the Tax Collector's Office does a great job providing the information to the residents and securing the completed documents. She then explained that the primary issue was the Tax Collector's ability to locate individuals who should pay the tax and their office has researched tools to assist in this effort.

Mr. Adams requested to know if OcalaMarion.com housed information which was readily accessible to short-term rental owners regarding the tax law.

Ms. Wheeler advised contact information for the Tax Collector's Office was located under the Partner section of OcalaMarion.com.

Mr. Angel Roussel, Assistant County Administrator, advised the county would speak with the Tax Collector's Office to determine what was implemented and if the new legislation would assist in the collection of taxes.

Commissioner Zalak stated the county would conduct some research to see if a local ordinance could be established which provided short-term rental owners ninety (90) days to register their business with the Tax Collector or receive a fine. He advised the county worked with the State Attorney's Office to enforce the Litter Law so the same may be necessary for short-term rentals. Commissioner Zalak then requested that Dana Olesky, Chief Assistant County Attorney, review the county's options as it relates to enforcement.

Ms. Olesky stated she conducted research to determine whether the county had authority to establish an ordinance for short-term rental enforcement.

Commissioner Zalak advised it would be favorable for the Tourism Development Council

to review enforcement options. He further advised correspondence would be forwarded to Mr. George Albright, Marion County Tax Collector, regarding the revenue lost due to lack of enforcement and a meeting would be scheduled for Ms. Shaffer, Mr. Roussel, Mr. Albright and himself to discuss this matter further.

Mr. Roussel stated most of the short-term rental providers do not share the location of the residence until it was booked which made it difficult to pinpoint the location.

Ms. Wheeler agreed and advised that was the reason compliance companies existed. These companies match rental locations with property owners and move to enforce non-compliance.

Mr. Gaekwad then suggested the city and county require mandatory registration of a residence intended for short-term rental use, for tax purposes. He stated this could be accomplished through implementing the requirement of an Occupational License before the short-term rental was legally able to operate. He then stated no other business was able to operate without first obtaining an Occupational License.

Mr. Roussel advised the information provided would be reviewed as he was unsure if the law preempted the county from acting on some of the aforementioned requests.

Ms. Shaffer advised the TDC Events Calendar was in the packet.

#### ***Notation for Record***

##### *Quarterly Economic Impact/Visitor Tracking Report – January – March Data*

Ms. Shaffer advised the Quarterly Economic Impact/Visitor Tracking Report for January through March was in the packet. She stated a ribbon cutting was held at the South Eastern Livestock Pavilion to commemorate the opening of sixty-six (66) campground sites.

Mr. Bailey advised the Sales Report was in the packet.

Mr. Bailey advised the TDC Attendance record was in the packet.

#### ***Old Business***

Mr. Bailey called for any old business and none was brought forth.

#### ***New Business***

Mr. Bailey called for any new business and none was brought forth.

#### ***Public Comment***

##### *Upcoming Meeting*

Mr. Bailey stated, that the next TDC meeting will be on Thursday, June 27, 2024.

The meeting adjourned at 10:35 a.m.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

Jeff Bailey, Chairman