



MEMORANDUM

TO: Commissioner Kiker

FROM: Mayor Kevin Ruane

DATE: May 23, 2013

RE: Tourist Development Council Rotation

As instructed at our May 10, 2013 meeting, I have been requested to contact all Mayors regarding the TDC rotation and discuss their thoughts and beliefs on the rotation. Consequently I have discussed with all Mayors about the rotation and it has been agreed upon that the two seats will rotate in the manner as indicated in the legislation.

The first seat is to rotate between the highest two remitters of bed tax for the prior two years. The City of Sanibel is the highest remitter of bed tax over the last two years. Effective July 1, 2013 the City of Sanibel will occupy that seat for a period of two years and thereafter will have Fort Myers Beach rotate and we will rotate every two years thereafter.

The other seat is a regular rotation between Fort Myers, Cape Coral and Bonita. The initial rotation will have Fort Myers rotating effective July 1, 2013 then preceded by Bonita two years after that in July 2015, and then two years after that will be Cape Coral in July 2017.

It has become apparent that there is a desire to have a transition for the appropriate party that is leaving their seat and it is that person's responsibility to reach out to the incoming individual 90 days prior to their expiration. The theory behind the communication and transparency is to work with and educate from an institutional point of view on any current items with the incoming TDC member. As an example, when Fort Myers rotates in two years around March 31, 2015, Fort Myers should reach out to the City of Bonita to indicate who the appropriate person would be coming on the TDC in July 2015. With that in mind Fort Myers should discuss and have a transition to allow Bonita to take over their seat in July 2015 and have a transition that would reduce the education curve. All Mayors believe that this will be the most effective way of transitioning the seats as well as having all members be brought up to speed and be a contributing member from day one.

With a short rotation every two years it requires complete cooperation between the municipality occupying this seat and the incoming municipality to work in that effort. Likewise, Sanibel will occupy this seat in July 2013 and hand off its seat or transition to Fort Myers Beach and, with that in mind, the transfer of educational and institutional knowledge will be apparent and paramount to have the greatest impact to the TDC as a whole. There has been complete consensus in this understanding of not only the rotation, but some of the goals and some of the objectives of the TDC, so the transition and the short duration will not impair or take away from the TDC's ongoing strategic plan as well as their mission to effectively enhance having more visitors stay in our accommodations and receive the maximum benefit to all municipalities.

KBR/jg