

PALM BEACH COUNTY TOURIST DEVELOPMENT COUNCIL
STRATEGIC PLANNING WORKSHOP

MONDAY
NOVEMBER 9, 2009
PALM BEACH COUNTY CONVENTION CENTER

- 8:30-9:00** **Continental Breakfast**
- 9:00** **Welcome Remarks by Commissioner Koons and Roll Call**
- 9:15** **Motion to approve a name change from Marathon of the Palm Beaches to the Palm Beaches Marathon Festival. The grant was approved in the amount of \$10,000 in June by the TDC. The grantee will now be PBM Acquisition, LLC. Chris Devine, who is the owner of Devine Racing, the initial grantee, is a managing partner for PBM Acquisitions, LLC. There are no changes to the grant amount or scope of work including the 2000 room nights**
- 9:20** **Motion to approve the recommendation from the Special Projects Committee for The Latin American Vinofest in the amount of \$15,000 with assistance from the CVB to provide additional exposure through their on line marketing channels. The event will be held in Delray Beach January 28-30, 2010. This event could be used in conjunction with the promotion of Pro Bowl and packaging for Palm Beach County.**
- 9:30** **Introduction by Roger Amidon of Bill Geist with the Overview of the Process**
- **Designing processes and policies to insure the Board's future effectiveness**
 - **Identifying and expanding the funding base for Destination Marketing**
 - **Expansion and/or enhancement of Industry and Community Partnerships**
 - **Destination-altering Development**
 - **Agreement on a set of Goals and Objectives to power the Organization's growth**
 - **Generation of suggested strategies for Board and Staff**
- 10:15** **Duane Knapp – Community Brand Assessment**
- 10:45** **Break**
- 11:00** **Current Bed Tax Allocation – Roger Amidon**

11:10 Agency presentations:

11:10 Beaches and Shores
11:20 Film & Television
11:30 Sports Commission
11:40 Convention Center/Aramark
11:50 Cultural Council
12:00 Convention & Visitors Bureau

12:15 Working Lunch Begins

12:45 General Discussion on presentations with Questions & Answers - Bill Geist

4:00 Wrap-up – Bill Geist

5:00 Adjourn for the day

All times/topics tentative and subject to revision