

The Workshop Meeting was called to order at 3:00 p.m.

The roll call was taken by Katerri Johnson, City Clerk, and the following were present:

Present 5: Mayor Shelly Petrolia, Vice Mayor Adam Frankel, Deputy Vice Mayor Juli Casale, Commissioner Ryan Boylston, Commissioner Shirley Ervin Johnson

Others present were:

Terrence Moore, City Manager
Lynn Gelin, City Attorney

WS.1. TOURISM MASTER PLAN FINDINGS AND RECOMMENDATIONS

Ms. Sara Maxfield, Economic Development Director, spoke about the planning involved to create a comprehensive plan, which was created using data driven initiatives. The goal is to have more coordinated efforts and better outcomes that will benefit all the tourism partners involved. For the past year the city has worked with their partners, the Downtown Development Authority (DDA) and the Greater Delray Beach Chamber of Commerce and other stakeholders.

Deputy Vice Mayor Casale thanked those that were involved in developing the master plan.

Ms. Maxfield introduced Mr. Don Kolodz, of Tourism Strategic Solutions LLC, who gave a presentation regarding the tourism master plan. Items discussed were strategic rationale, project methodology, key accomplishments, interview highlights with 76 key stakeholders, tourism partnership, and tourism assets analysis. There was discussion about the assets outside of the DDA's area and how to expand the reach so that the entire city is impacted.

Mr. Kolodz presented the recommendations based on the results of the study.

The top four priorities were:

- Marketing and Branding
- Attractions and Special Events
- Tourism Infrastructure
- Structure, Finance and Business Intelligence

Details of these priorities were provided.

The recommended next steps were:

- Respond to any questions or requests for additional information
- Integrate direction and feedback from City Commission into Tourism Master Plan
- Develop Implementation Plan to identify resources to implement Tourism Master Plan
- Provide update to Tourism Task Force
- Present resource requirement recommendations to City Commission

Further discussion ensued.

Each Commissioner provided their feedback on the presentation and thanked the task force for their efforts.

There being no further business to discuss, the Workshop Meeting was adjourned at 3:54 p.m.