

APPROVED in Open Session
1/26/2021

Manatee County Board of County
Commissioners

Bradenton Area Convention Center
One Haben Boulevard, Palmetto - Longboat Key Room
9:00 a.m. - January 26, 2021

January 26, 2021 - Regular Meeting
Agenda Item #41

Subject

Appointment of Two Individuals to the Tourist Development Council

Briefings

None

Contact and/or Presenter Information

Elliott Falcione, Convention and Visitors Bureau Executive Director, x3940

Action Requested

Appointment of two (2) individuals to the Tourist Development Council (TDC): one (1) Elected Official from the City of Bradenton and one (1) Hotelier (GM/owner/operator of short-term rental accommodations in Manatee County).

Rahul Patel appointed

Enabling/Regulating Authority

Florida Statute 125.0104(4)(e) Tourist Development Council

Background Discussion

- Appoint one Elected Official from the largest municipality in the County to complete remainder of term (expires June 30, 2024); seat vacated by former Mayor Wayne Poston. Qualified applicant* is:
 - Mayor Gene Brown, City of Bradenton

*According to the City of Bradenton Charter, the Bradenton Mayor names the City's elected official representative for the TDC; however, that elected official must then be formally appointed to the TDC by the County Commissioners.

AND

- Appoint one Hotelier to complete remainder of term (expires June 30, 2021), seat vacated by Barbara Baker (retired). Qualified applicants are:
 - France Langan, GM, Compass Hotel
 - Marlene Masson, GM, Anna Maria Island Resorts
 - Rahul Patel, Owner, Red Roof Inn, Ellenton
 - Joyce Ware, GM, Coconuts Mgmt, Inc.
 - Michael Wilcox, Owner, Casa Coconut AMI, LLC
- Per Florida Statute 125.0104(4)(e), of the nine positions on the TDC, four (4) members must be Hoteliers (GM/owner/operator of hotel, motel, RV Park, or other tourist accommodation in the county and subject to the 5% resort tax in Manatee County); three (3) must be Elected Officials (one from the largest municipality, one county commissioner to act as Chairman, and one other elected official); and two (2) Interested Citizens.

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9:00 a.m. - January 26, 2021

- Currently 3 of the 4 Hotelier positions are held by Ed Chiles (Waterline), Jiten Patel (Holiday Inn SRQ), and Eric Cairns (Cedar Cove). The 4th hotelier (Barbara Baker, Anna Maria Island Resorts) has retired and needs to be replaced.
- Currently 2 of the 3 Elected Official seats are held by County Commissioner Misty Servia and Mayor Shirley Groover Bryant, City of Palmetto. The vacant City of Bradenton elected official seat was held by former Mayor Wayne Poston.
- The vacancies were advertised in the local newspaper and on the County's website.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Emailed 1/29/2021

Instructions to Board Records

Copy of approved agenda memo to Monica.Luff@mymanatee.org

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A

Attachment: [Current TDC Member Listing.pdf](#)

Attachment: [Brown - TDC App.pdf](#)

Attachment: [Langan - TDC App.pdf](#)

Attachment: [Masson - TDC App.pdf](#)

Attachment: [Patel - TDC App.pdf](#)

Attachment: [Ware - TDC App.pdf](#)

Attachment: [Wilcox - TDC App.pdf](#)

Attachment: [TDC Vacancy Press Release.pdf](#)

MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL MEMBERS
2021

Elected Officials

Misty Servia, **Chairman**
Tourist Development Council
P.O. Box 1000
748-4501 x3708
misty.servia@mymanatee.org
*January 2022

VACANT SEAT
City of Bradenton
*June 2024

Shirley Groover Bryant, Mayor
City of Palmetto
516 8th Ave. W.
Palmetto, FL 34221
723-4570
mayor@palmettofl.org
*June 2024

Interested Citizens

Jack Rynerson
70 Tidy Island Blvd.
Bradenton, FL 34210
794-1289
jrynerson@aol.com
*June 2022

Vernon DeSear
1209 3rd St. Dr. E.
Palmetto, FL 34221
962-2885
ceo@manateememorialfoundation.com
*June 2022

Hoteliers

Jiten Patel
Holiday Inn Sarasota-Bradenton Airport
8009 15th St. E.
Sarasota, FL 34243
355-9000 cell: 941-962-7600
bradentonhie@gmail.com
*June 2021

Eric Cairns
Cedar Cove Resort
2710 Gulf Drive
Holmes Beach, FL 34217
778-1010
info@cedarcoversort.com
*June 2021

Ed Chiles
The Waterline Hotel and Beach Inn
P.O. Box 1478
Anna Maria, FL 34216
778-1696
echiles@chilesgroup.com
*June 2021

VACANT SEAT
*June 2021

* = Term expiration

Staff Liaisons: Elliott Falcione, Exec. Dir., BACVB 729-9177 x3940 elliott.falcione@BACVB.com
Monica Luff, Sr. Admin. Spec, BACVB 729-9177 x3944 monica.luff@BACVB.com

Updated: 12/30/2020



Advisory Board Application

Manatee County, FL

Submitted On:

January 5, 2021 12:56pm

America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Gene Brown
Home Address	808 Third Ave. West, #712 Bradenton FL 34205
Is your mailing address the same as your home address?	Yes
Home Phone	
Work Phone	941-932-9450
Cell Phone	941-720-9153
Email	mayor@cityofbradenton.com
Occupation (If retired, please Indicate)	Mayor
Business Name	City of Bradenton
Business Address	101 Old Main Street Bradenton FL 34205
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 2
Do you reside in unincorporated Manatee County?	No
Which city do you reside in?	Bradenton
Gender	Male
Race	Caucasian
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	Manatee County Sheriff's Advisory Committee Mayor -- City of Bradenton
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (Include dates of your service).	None

Why do you want to serve on this Advisory Board or Committee?

Manatee County and the City of Bradenton is growing and with growth comes challenges. I want to help keep our quality of life to ensure our city is the "Friendly City" for all visitors and residents.

Describe your education and experience that will provide a benefit to this Advisory Board.

Current Mayor -- City of Bradenton
3 terms -- Ward 2 City of Bradenton Councilman
Vice President and COO of Brown & Sons Funeral Homes and Crematory

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

Gupton-Jones College of Funeral Service, Atlanta, GA -- A.S. Degree, 1989
Mars Hill College (North Carolina) and Manatee Community College - Associate's Degree
Citizens Policy Academy -- Graduate

List organizations and positions in which you serve in local civic or community groups.

Boys and Girls Clubs of Manatee County -- Corporate Member
Manatee County Sheriff's Advisory Committee

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?

No

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?

No

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?

No

Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it. If you qualify for exemption from public disclosure under the terms of this statute, please explain.

Signature Data

First Name: Gene
Last Name: Brown
Email Address: mayor@cityofbradenton.com

Gene Brown

Date

1

5

2021



MAYOR GENE BROWN

City Hall | 101 Old Main Street | Bradenton, Florida 34205
941.932.9450 | mayor@cityofbradenton.com
www.cityofbradenton.com

January 5, 2021

Elliott Falcione
Director
Bradenton Area CVB
One Haben Boulevard
Palmetto, FL 34221

Re: Tourist Development Council

Dear Mr. Falcione:

Please let this letter serve as my request for appointment to the Tourist Development Council of Manatee County.

I am Mayor of the City of Bradenton and I represent the largest municipality in Manatee County. I look forward to serving our citizens by promoting our city and continuing our legacy of being "The Friendly City."

If I can be of any additional assistance – please call me at (941) 932-9450.

Sincerely,

Gene Brown
Mayor



Advisory Board Application

Manatee County, FL

Submitted On:

January 7, 2021 4:55pm

America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Francis Langan
Home Address	7413 3rd Ave NW B Bradenton FL 34209
Is your mailing address the same as your home address?	Yes
Home Phone	3127314062
Work Phone	9417419700
Cell Phone	3124463048
Email	flangan@hostmark.com
Occupation (if retired, please indicate)	General Manager Compass Hotel by Margaritaville/Floridays Woodfire Grill & Bar
Business Name	Compass Hotel Anna Maria Sound
Business Address	12324 Manatee Avenue West Bradenton FL 34209
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 1
Do you reside in unincorporated Manatee County?	No
Which city do you reside in?	Bradenton
Gender	Male
Race	Caucasian
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	None
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your	None

service).

Why do you want to serve on this Advisory Board or Committee?

I have lived in the area a year now and have always been involved in the communities in which I have lived. I believe my experience of over 30 years in the Hospitality business will help to make decisions that better our businesses and community. I enjoying meeting new people, learning and helping others grow. I opened the hotel and restaurant in July and now have time to learn more and serve the community.

Describe your education and experience that will provide a benefit to this Advisory Board.

I actually started my career in 1980 and worked my way up through various Branded Hotel/Resort companies to my current position; pre-Covid was VP of Operations for the SE. I have been involved with several industry boards, including Chairman of a Chicago Business Assn. I will be an active member and advocate for the TDC KPIs.

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

CHA - Certified Hospitality Administrator
Past President of the Illinois Hotel Sales & Marketing Assn.
Past Board Member of Illinois Hotel & Lodging Assn.
Past Board Member and 2 year term Chairman of the Board/River North Business Assn/Chicago
Member of Manatee Chamber and AMI

List organizations and positions in which you serve in local civic or community groups.

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?

No

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?

No

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?

No

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Signature Data

First Name: France
Last Name: Langan
Email Address: flangan@hostmark.com

France Langan

Signed at: January 7, 2021 4:53pm America/New_York

Date

1
7
2021



Advisory Board Application

Manatee County, FL

Submitted On:

December 28, 2020 4:29pm
America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Marlene Masson
Home Address	2417 16th Ave W Bradenton FL 34205
Is your mailing address the same as your home address?	Yes
Home Phone	
Work Phone	941-778-0156 3
Cell Phone	941-545-8338
Email	marlene@annamariaislandresorts.net
Occupation (If retired, please Indicate)	Finance and General Manager
Business Name	Anna Maria Island Resorts, LLC
Business Address	300 Bay Drive South Bradenton Beach FL 34217
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 3
Do you reside in unincorporated Manatee County?	No
Which city do you reside in?	Bradenton
Gender	Female
Race	Caucasian
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	None
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (Include dates of your	None

service).

Why do you want to serve on this Advisory Board or Committee?

I have been involved in the hospitality industry since 2011. As a business owner and Finance manager I have vested interest in seeing our county prosper and grow in a way that is good for the businesses and the populace alike. Serving on the board will give me an opportunity to be of service to local businesses and tourism in Manatee county.

Describe your education and experience that will provide a benefit to this Advisory Board.

- Finance background
- Human Resources background
- Currently working closely with 3 Condominium boards
- 35 years working in the corporate world

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

Community Association Manager (CAM)

List organizations and positions in which you serve in local civic or community groups.

None

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?

No

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?

No

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?

No

Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it. If you qualify for exemption from public disclosure under the terms of this statute, please explain.

Signature Data

First Name: Marlene

Last Name: Masson

Email Address: marlene@annamariaislandresorts.net

Marlene F. Masson

Signed at: December 28, 2020 5:26pm America/New_York

Date

12
28
2020

Marlene F. Masson
2417 16th Ave West
Bradenton, FL 34205
941-545-8338

Marlene Masson has spent 35 years in the accounting industry.

During her years in that industry she worked for several General Contractors. One General Contractor in Baltimore, MD she held the position of Controller handling multimillion dollar government contracts, submitting monthly draws to the government for payments to the subcontractors. She grew in her experience & assisted another General Contractor to develop an exit plan for the business & provided consulting services throughout the process.

After moving to Bradenton Florida in 2006, she worked for a Home Automation and Home Entertainment Company in accounting along with working at night for Albertsons as the Front End Manager.

In 2011, Marlene took an accounting position with Anna Maria Island Resorts, a property management company which managed four resorts on Anna Maria Island (Tortuga Inn, Tradewinds Resort, Tropic Isle & Seaside Inn—a total of 115 units ranging from hotel rooms to Penthouses). She proved herself to be capable of handling more responsibilities and in 2014 she became the Finance Manager.

In 2018 she was given an opportunity to become an owner in Anna Maria Island Resorts and so she assumed ownership while continuing to function as the Finance Manager.

She acquired her Community Association Managers (CAM) license in 2017 & is closely involved with all aspects of the Tradewinds Condominium Association, the Tortuga Condominium Association and the Old Bridge Village Condominium Association.

With the retirement of the former General Manager, she has assumed the role of Finance Manager, Owner & General Manager of Anna Maria Island Resorts property management company.



Advisory Board Application

Manatee County, FL

Submitted On:

December 28, 2020 1:45pm

America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Rahul Patel
Home Address	11522 Golden Bay Pl Lakewood Ranch FL 34211
Is your mailing address the same as your home address?	Yes
Home Phone	9417370630
Work Phone	
Cell Phone	9417370630
Email	rahul9889@hotmail.com
Occupation (If retired, please indicate)	Hotel & Motel Ownership & Management
Business Name	Wsdm Group Inc
Business Address	11522 Golden Bay Pl Lakewood Ranch FL 34211
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 5
Do you reside in unincorporated Manatee County?	Yes
Gender	Male
Race	Asian American
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	N/A
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your service).	N/A
Why do you want to serve on this	In simple words "Promote Bradenton Area Tourism"; I want to help promote business and

Advisory Board or Committee?	leisure travel to the area. I want to serve my local tourism board by bringing my experience to the table. I hope to help drive quality tourism that is a win-win for the business community and local residents.
Describe your education and experience that will provide a benefit to this Advisory Board.	While I have a Bachelor in Horticulture and a Masters in Information Systems, I am son of a 5th generation Farmer so I know the meaning of hard work. My first entry in to tourism and hospitality industry was in Indiana. After that I moved in 2006 to the Bradenton area by acquiring the Days Inn. Since then I have owned multiple hotels in Manatee County. My Team and I have served more than 50,000 room nights per year in Manatee County.
List your professional credentials, licenses or certificates that are relevant to this Advisory Board.	CHIA - Certification in Hotel Industry Analytics CHO - Certificate in Hotel Ownership from AAHOA Certified Florida General Contractor (License Number: CGC1528788) HMP - Hospitality Management Program by Wyndham Hotel Group HOST - Hospitality Operations Success Training by Choice Hotels International TLC - Total Lodging by Choice Hotels International Licensee of 2-20 General Lines (Property & Casualty) Insurance ServeSafe Human Trafficking Awareness Training by BEST
List organizations and positions in which you serve in local civic or community groups.	Board of Directors in AAHOA (Asian American Hotel Owners Association) Chair of Education & Professional Development Committee at AAHOA Board of Directors in LPS of USA (Treasurer of Florida Chapter) Vice-President - Gujarati Samaj of Manasota
Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?	No
Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?	No
If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?	No
Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it. If you qualify for exemption from public disclosure under the terms of this statute, please explain.	N/A
Signature Data	First Name: Rahul Last Name: Patel Email Address: rahul9889@hotmail.com

R Patel

Signed at: December 28, 2020 2:29pm America/New_York

Date

12

28

2020



Advisory Board Application

Manatee County, FL

Submitted On:

January 9, 2021 3:06pm

America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Joyce Ware
Home Address	6211 39th Ave W Bradenton FL 34209
Is your mailing address the same as your home address?	Yes
Home Phone	9418072135
Work Phone	9417782277
Cell Phone	
Email	joycew765@aol.com
Occupation (If retired, please indicate)	Property Manager
Business Name	Coconuts Management Inc
Business Address	100 73rd St Holmes Beach FL 34217
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 2
Do you reside in unincorporated Manatee County?	No
Which city do you reside in?	Bradenton
Gender	Female
Race	Caucasian
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	None
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your service).	None

Why do you want to serve on this Advisory Board or Committee?

I've been a property manager for 38 years.

Describe your education and experience that will provide a benefit to this Advisory Board.

I grew up on Anna Maria Island and have worked on property management at Coconuts for 38 years.

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

I am also have a Community Association Manager License

List organizations and positions in which you serve in local civic or community groups.

None

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?

No

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?

No

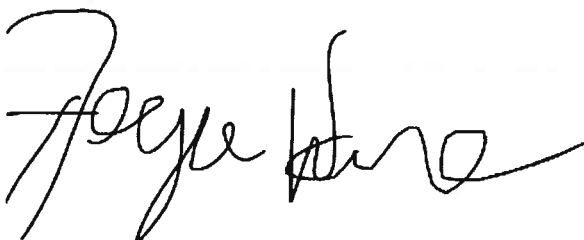
If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?

No

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Signature Data

First Name: Joyce
Last Name: Ware
Email Address: joycew765@aol.com



Signed at: January 9, 2021 3:02pm America/New_York



Advisory Board Application

Manatee County, FL

Submitted On:

December 22, 2020 10:37am

America/New_York

Select Advisory Board	Tourist Development Council Advisory Board
Full Name	Michael Wilcox
Home Address	3300 26th Ave East #137 Bradenton FL 34208
Is your mailing address the same as your home address?	Yes
Home Phone	
Work Phone	9412430779
Cell Phone	9377768895
Email	contact@casacoconutami.com
Occupation (If retired, please indicate)	Retired Firefighter / Paramedic
Business Name	Casa Coconut AMI, LLC
Business Address	4104 4th Ave Holmes BEach FL 34217
Are you registered to vote in Manatee County? (This is required for some boards/commissions)	Yes
Which County Commission District do you reside in?	District 2
Do you reside in unincorporated Manatee County?	Yes
Gender	Male
Race	Caucasian
List any governmental Advisory Boards/Committees/Commissions on which you currently serve.	I do not serve on any governmental board, committee, or commission.
List any Manatee County Advisory Boards/Committees/Commissions on which you have previously served (include dates of your service).	none
Why do you want to serve on this	I operate a vacation rental in Holmes Beach and would like to be part of the long term tourism

Advisory Board or Committee?

development of the region. We live in a paradise and should manage it's growth so all can experience it's beauty.

My observation is that the short term rental industry is the heart of local tourist housing. Most of these are operated as small or extremely small business and have been historically ignored due to size and lack of an organizational voice. My appointment would allow for the small vacation rental owner to have a voice at the table.

Describe your education and experience that will provide a benefit to this Advisory Board.

I have a Bachelor of Science from Eastern Michigan University. I recently retired from the fire service and have been operating rental real estate for over 10 years. Our expansion into the short term rental business has been enjoyable but not without it's challenges.

List your professional credentials, licenses or certificates that are relevant to this Advisory Board.

I hold the appropriate Florida DBPR license to operate a vacation rental.

List organizations and positions in which you serve in local civic or community groups.

I am on the property use committee of Sugar Creek Resort in Bradenton. We manage and make recommendations to Board of Directors regarding commonly owned spaces within our community.

Do you or your immediate family members have or hold any employment or contractual relationship with any business entity or agency which does business with or receives funding from Manatee County Government?

No

Do you know of any other reason that would prohibit you from serving on this board that could be deemed as a conflict of interest?

No

If you are appointed, are there any days of the week or months of the year you will be unavailable to serve due to job or travel?

No

Florida State Statute 119.07 designates this application as a public document to be made available for anyone requesting to view it. If you qualify for exemption from public disclosure under the terms of this statute, please explain.**Signature Data**

First Name: Michael

Last Name: Wilcox

Email Address: contact@casacoconutami.com

Michael C Wilcox

Signed at: December 22, 2020 11:33am America/New_York

Date

12
22
2022

Manatee County Government

FOR IMMEDIATE RELEASE

Manatee County accepting applications for Tourist Development Council

MANATEE COUNTY, FL (December 21, 2020) – Manatee County has 2 openings for a citizens advisory committee (Tourist Development Council) that makes recommendations to the Board of County Commissioners on the expenditures of Tourist Tax Revenues.

The Tourist Development Council is comprised of nine volunteer members who make recommendations to the Board of County Commissioners concerning the effective operation of the projects set forth in the Tourist Development Plan and the uses for which Tourist Development Tax revenues may be expended.

We are seeking:

- One (1) elected municipal official from the largest municipality in the County (Bradenton) to complete remainder of term: June 30, 2024
- One (1) owner/operator/general manager of short-term rental accommodation in Manatee County and who is subject to the 5% resort tax in Manatee County to complete remainder of term: June 30, 2021

All applicants must be registered voters in Manatee County.

Applications are due January 10, 2021 and may be found online at www.mymanatee.org/advisory_boards

The Tourist Development Council meets on the third Monday of every other month at 9:00AM at various locations throughout Manatee County.

For more information, contact Monica Luff at the Bradenton Area Convention & Visitors Bureau, 941.729.9177 x231 or via e-mail: Monica.Luff@mymanatee.org