



AGENDA ITEM MEMORADUM

Item No. 8c

Town Manager's Office

Connie Hoffmann

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> Jan 10, 2012	Dec 30 th
<input type="checkbox"/> Jan 17, 2012 SPECIAL COMMISSION MEETING	Jan 6
<input checked="" type="checkbox"/> Jan 24, 2012	Jan 13
<input type="checkbox"/> Feb 14, 2012	Feb 3
<input type="checkbox"/> Feb 28, 2012	Feb 17

*Subject to Change

- Presentation Reports Consent Ordinance
 Resolution Quasi-Judicial Old Business New Business

FY2011 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: TOWN MANAGER'S REPORT

EXPLANATION: It has been a very busy week, with the presentation on the design concept for East Commercial, the preparation of the lengthy report on sewer rates, and so many other issues, that I am keeping this Town Manager's report short.

Marketing the Town

Family Fun Week

As you may recall when we brought you the idea of the Festival by the Sea, we mentioned that Town staff and a group of interested LBTS businesses were developing ideas on how to fill LBTS hotels with families for 4-5 days during the June shoulder season. Various members of the business community have contacted other hoteliers and retailers in Town to determine the degree of interest in participating in such an effort. They have reported that a sufficient number of hoteliers and retailers expressed great interest in participating in a week long event from June 23rd to June 30th called Family Fun Week.

The premise of the week is to market week long stays in the hotels with the option of participating in various family-focused activities such as candy making classes, skim boarding, dancing, building sand castles, children's fishing tournament and cooking lessons at reduced rates offered by local retailers. Retail businesses that have expressed interest in participating include Dance Moves, Alley Oop, Anglin's Pier, Lenore Nolan Ryan Cooking School and Catering, Kilwins, Argenti Jewelers, Opt2web, P.J. Rossi Jewelers and many more.

The Town would be contributing to the effort, with Commission permission, by sponsoring a movie in El Prado Park one night, music another night, a sea turtle education program, and an arts and crafts family activity. The Town would also provide the lead with marketing efforts, with participation from local businesses. Staff is currently researching the costs for these activities and will bring the sponsorship proposal to the Commission in February.

Shore-Diving Promotion



We are also meeting with a group of residents and businesses who are very interested in promoting shore-diving in Town on a reef-related program. We will bring the ideas on that as they are further developed to the Commission, too.

Flamingo Drive Drainage Project

The Plaza East Board of Directors met and formally voted to approve the agreement with the Town, so we have executed the construction work authorization. When we have an approximate date that construction will begin, we will let the Commission know.

North A1A Project Progress

We will provide a verbal report on progress at the Commission meeting.

Sign Code Revisions

We had originally planned to bring these to you for adoption on first reading on February 14th, but members of the business community asked that an item so important to them not be on the agenda on Valentine's Day, so we will bring it to you on February 28th instead.

Reviewed by Town Attorney

Yes No

Town Manager Initials