

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: Wed., Feb. 20, 2008

Division: BOCC

Bulk Item: Yes No

Department: Comm. Di Gennaro, District 4

Staff Contact Person: Tamara Lundstrom
(305 289-6000)

AGENDA ITEM WORDING: Approval to appoint Frank Rego to the Tourist Development Council (TDC) as the District 4 representative.

ITEM BACKGROUND: Mr. Rego has an extensive 25 year background in the hospitality industry with major national hotel chains, including several positions as General Manager. He currently holds the position of Vice President of Operation & Development for Marina Associates, LLC overseeing day to day operations for properties in Islamorada, Tavernier, Key Largo, and Marathon. He currently serves as chair of the Lodging Association, and was recently named to the Advisory Board of Fisherman's Hospital, and serves on other community-service organizations in the Keys.

The previous appointee, Jim Rhyne, was appointed Sept. 10, 2007 to fulfill the term of Scott Simmons, term expiring 2/17/08.

PREVIOUS RELEVANT BOCC ACTION: The BOCC approved January 16, 2008 that new appointments to the TDC and District Advisory Committees (DACs) would be required to have their tourism-related business, or place of employment, located within a given TDC district, revising the previous requirement of residency in the district.

CONTRACT/AGREEMENT CHANGES:

STAFF RECOMMENDATIONS:

TOTAL COST: _____

BUDGETED: Yes No

COST TO COUNTY: _____

SOURCE OF FUNDS: _____

REVENUE PRODUCING: Yes No **AMOUNT PER MONTH** _____ **Year** _____

APPROVED BY: County Atty OMB/Purchasing Risk Management

DOCUMENTATION: Included Not Required

DISPOSITION: _____

AGENDA ITEM # _____

**Monroe County Boards and Committees
Appointment Information**

Board or Committee: Tourist Development Council – (BOCC District 4 Representative)

Commissioner Appointing Member: Mario Di Gennaro

Name of Member: Frank Rego

Business Address: 81581 Overseas Highway (Waterfront Resort Realty)
Islamorada, FL 33036

Mailing Address: 26 N. Bounty Lane
Key Largo, FL 33037

Phone Numbers: Work: 305 664-0525
Home: 305 852-0898
Cell: 305 684-8846
Fax: N/A
E-mail: regofands@aol.com

Date of Appointment: February 20, 2008

Reappointment: No

Date Term Expires: February 1, 2012

Name of Person Being Replaced: N/A

Fulfilling Term of: N/A

FRANK REGO'S BIO

Frank Rego has over 25 year's experience in the hospitality and real-estate development industries with Marriott, Sheraton, and Radisson Corporations and other independent Hospitality Development Companies. Rego's experience with these organizations covers every area of the hotel industry, from sales, food and beverage, operations, and in later years several General Manager Positions. Progressing into leading task force teams for new hotel builds renovations, brand conversions, also evaluation and restructuring distressed properties. Responsibilities included financial analysis, re-finance, capital restructure, budget development, sales & marketing analysis and repositioning, and operational evaluation and restructure.

A Certified gourmet chef and former Executive Chef, Rego graduated summa cum laude, academically ranked #1 out of 14,000 students, from Johnson & Wales University with double majors, receiving two Bachelors Degrees in Hospitality Management and Hotel / Restaurant Institutional Management. He also represented the University as the Student Ambassador to the Hosta Hotel School in Leysin, Switzerland. He received a European Degree in Hotel Operations, and achieved the highest GPA (4.0) by an American student in the school's 60 year history. Rego further distinguished himself with inclusion in the Who's Who in American Colleges and Universities and with membership in the Alpha Beta Kappa National Honor Society. Rego's Corporate and civic commitments have included executive level positions and board memberships in several Chambers of Commerce, Convention and Visitor's Bureaus throughout the country, and the Vice President of the Florida Restaurant Association. He is presently a member of Rotary International, also serves as a Board Member for District Advisory Committee District 5 for the Tourist Development Council and Chairman for the Lodging Association of the Florida Keys. Rego has recently been appointed to the Advisory Board of Fisherman's Hospital, Marathon, Fla. He also serves on the Board of the Mel Fisher Maritime Museum.

Rego assumed the position of Vice President of Operations for Cay Clubs Resorts and Marinas in June of 2005, and helped spearhead the development and growth of the Cay Clubs brand and properties throughout the Florida Keys. In 2006, Rego was promoted to the Vice President of Development and Acquisitions for Cay Clubs Resorts and Marinas. Rego's new responsibilities included commercial acquisitions and due diligence. Development processes for Cay Club properties from the time of acquisition to the opening of the new facilities. Now Vice President of Operation & Development for Marina Associates LLC., Rego's responsibilities include the over site of day to day operations for properties in Islamorada, Key Largo, Marathon, and Tavernier. Marina Assoc. has two Lodging properties and vacation rental units which total approximately 100 rooms, food & beverage operations, and marina operations in Islamorada. Rego's experience in financial analysis, operational analysis and planning, acquisitions, sales and marketing strategic analysis, brand development and market insertion, trends analysis, demographic evaluation will be valuable assets to the success of the Tourist Development council.

Frank F. Rego

26 N. Bounty Lane

Key Largo, Fla. 33037

305-684-8846

E-mail - regofands@aol.com

Employment

June 05 – Present

Vice President of Development & Acquisitions currently, and promoted from Vice President of Operations, Eastern Seaboard, Florida Keys, Caribbean Regions - Cay Clubs International, LLC.

Currently responsible for all development process from purchase due diligence, then developmental planning and approval processes. Oversee development construction process through completion and opening. Prior to current responsibilities included all operations of Resorts, Marinas, Restaurants. oversee development of future sites. Property acquisitions and due diligence. Sales and Marketing efforts for all facilities. Capital improvement plans, budgeting, all Human Resources management, licensing, permitting. Also responsible for the operation of Property Management, and management of the Home Owners Associations within the developments.

July 04 – June 05

General Manager, Mariner's Club Key Largo Resort & Marina Key Largo, Florida 33037

Oversee the responsibility of all facets of a 120 room full service Resort and Marina. Held accountable for all fiduciary P&L to ownership. Develop long and short-term goals and forecast, strategic market planning and placement of the hotel. Oversee the Home Owners Association and Club, also marina operations. Responsible for development of the capital expenditures plan.

Apr. 03 – July 04

General Manager/Dir of Sales & Marketing, North Conway Grand Hotel and Resort (200 Rooms) North Conway, New Hampshire

Oversee the responsibility of all facets of a 200 room full service Hotel and Ski Resort. Held accountable for all fiduciary P&L to ownership. Develop long and short-term goals and forecast, strategic market planning and placement of the hotel. Responsible for development of the capital expenditures plan.

Apr. 02 – Apr.03

General Manager/Dir of Sales & Marketing, Radisson Hotel and Conference Center (203 Rooms) Procaccianti Group, Merrimack, New Hampshire 03054

Propelled Business of the Year Award for 2002.

Oversee the responsibility of all facets of a 203 room full service Conference Center. Held accountable for all fiduciary P&L to ownership. Develop long and short-term goals and forecast, strategic market planning and placement of the hotel. Responsible for development of the capital expenditures plan.

Aug. 00 – April 02

General Manager/Dir. of Sales & Marketing, Cincinnati Marriott Northeast (302 Rooms) Winegardner & Hammons Inc. Cincinnati, Ohio

Oversee daily operations of 302 room full service, Four-Diamond Marriott. Responsible for all areas of hotel, including Sales, Accounting, H.R., Engineering, Housekeeping, Front Office, and all Food & Beverage. Held accountable for fiduciary responsibilities to ownership and P&L. Develop long term goals, strategic market planning and placement of the hotel. Responsible for development of the capital expenditures plan.

- Dec. 98 –Aug. 00 **Director of Operations, Edgewater Beach Resort & Long Beach Resorts (1500 Rooms) Panama City Beach, Fla. 32407**
Responsible for all operations covering two full services resorts. Operations consisting of a 200 seat full service restaurant, room service, two beach bar and grills, golf course concession, and 50,000 square foot conference center and 1500 rooms. Annual budget of \$59 Million. Oversee staff of 6 department heads, 34 managers, and over 2000 employees. Spearheaded 5 million-dollar construction project for new conference center, an addition of 40,000 square feet. Completely restructured and reorganized entire F&B operation.
- Jan. 98 – Dec. 98 **Director of Operations, A&S Hospitality International
Aruba Raddisson Grand Resort & Casino, Aruba (348 Rooms)**
Responsible for organizing all administration aspects of complete renovation project. 11 month project with an expense of \$45 million. Encompassed all guest rooms, public areas, casino, food and beverage facilities, and all grounds covering over 15 acres. Set up all office operations, handled all vendor contracts, payroll, employment processes, project scopes and time lines. Coordinated all employees housing and meals.
- Aug. 97 – Jan. 98 **Director of Food & Beverage, The Registry Resort & Spa Fort Lauderdale, Fl. 33326 (504 Rooms)**
Responsible for all areas of the 6 food and beverage outlets, a staff of 26 managers, over 400 employees covering 9 departments. Responsible for coordination of local sales efforts and convention business. Oversee operations of conference facility, indoor space exceeding 100,000 sq. Feet. Responsible for financial P&L of food and beverage, with an annual budget of \$26 million.
- July 96-Sept.97 *Interstate Hotels Corporation*
Director of Catering Operations & Convention Services, Sheraton Biscayne Bay Hotel Miami, Fl. (600 Rooms)
Responsible for 25,000 square foot banquet facility and operations with a staff of 50. Complete restructure and reorganization of catering services. Oversaw renovation project for conference center, cost of \$6 million. Developed Guest Response Program and complete new training program for all positions in food and beverage. Achieved an additional 22% flow to net income through efficient cost controls.
- Mar. 96-July 96 *Interstate Hotels Corporation*
Director of Catering Operations & Convention Services, Marriott's Reach Resort Key West Fl. 33040 (248 Rooms)
Responsible for banquet facility and operations, including staffing, scheduling, payroll, and discipline. Assisted resort in achieving highest catering month in 1996. Reorganized and restructured banquet department with a staff of 35+ employees. Oversee operations of conference space of 15,000 sq. Feet inside plus 2 acres of outdoor space.
- Dec. 94 - July 96 *Interstate Hotels Corporation*
Catering Sales & Convention Services Manager, Marriott's Key West Resorts (Casa Marina & Reach Resort) Key West, Fl.
Coordinating group programs for 100 plus room nights including all meals, meetings, transportation, recreation, off property events, room blocks, and direct billing. Weekly, Monthly and long range forecasting for both resorts. Exceeding sales goals by 360%. Was rated in the Top Ten sales people for all of Interstate Hotels Corporation for 1996.

- Aug. 94 – Dec. 94 **Interstate Hotels Corporation**
Executive Meetings Manager, Boca Raton Marriott Crocker Center
Boca Raton, Fl. 33041 (248 Rooms)
Responsible for booking groups of 50 rooms per night, including all catering / meeting function coordination. Management in Development Program, training in all facets of the hotel. Completed 9-month program in 2 months.
- Nov. 87-Sept. 91 **Executive Chef – Providence Marriott, Providence, Rhode Island**
Responsible for all aspects of a \$4 million operation. Handled all purchasing inventory, bookkeeping, employment processes, advertising, and daily overall operations.
- Nov. 84 – Oct.87 **Executive Chef – Casa Rossi Restaurant – Narragansett, R.I.**
Started at the restaurant as Sous Chef, and was promoted to Exec Chef after first year. Responsible for the operation of the kitchen and staff. Menu development, inventory control, ordering, cost control, hiring and termination of all culinary staff.

Education

- Sept. 91- May 94 Johnson & Wales University – Providence, RI. 02903
AS. Hotel / Restaurant Management (Summa Cum Laude) 4.0 GPA
BS. Hospitality Management & Marketing (Summa Cum Laude) 4.0 GPA
Hosta Hotel & Tourism School – Leysin, Switzerland
European Diploma – Hotel Operations (Summa Cum Laude) 4.0 GPA
- Completed Aug. 1993 Hotel Internship – Johnson & Wales Inn – Seekonk, Massachusetts
- Sept. 84 – June 87 University of Rhode Island – Kingston, R.I.
AS.- Business Administration
- June 1983 Gourmet Chef Certification – Salem County Vocational
August 1997 A.S.I. Sanitation Certified
September 1996 Certified T.I.P.S. Trainer

Industry Related

- 2004 – Present Chairman of the Lodging Association of the Florida Keys and Key West
Board Member District Advisory Committee – Tourist Development Council
Key Largo, Islamorada, Marathon, Key West Chambers of Commerce
Board of Directors – Fisherman’s Hospital Marathon
Board of Directors – Mel Fisher’s Maritime Museum, Key West
Upper Keys Rotary International
Alumni Advisory Committee – Johnson & Wales University
- 2000- 2004 Merrimack, NH, Chamber of Commerce – Board of Directors
Greater Cincinnati Marriott Business Council Member
Warren County Convention Visitors Bureau Member
Mason / Landing Chamber of Commerce Member
- 1999 – 2000 Vice President of the Florida Restaurant Association – Bay County Chapter
Certified Food Executive – Active member
Meeting Planners International – Active member

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Approved

Meeting Date: September 10, 2007
Bulk Item: Yes No

Division: BOCC
Department: Mayor Mario Di Gennaro, District 4
Contact: Tamara Lundstrom, Executive Assistant
Phone: 305 289-6000

AGENDA ITEM WORDING:

Approval of the appointment of Jim Rhyne to the Tourist Development Council as an owner/operator of a lodging facility, for TDC District 4.

ITEM BACKGROUND:

Mr. Simmons, who has been filling that position & whose term expires 02/17/08, has submitted a letter of early resignation.

PREVIOUS RELEVANT BOCC ACTION:

STAFF RECOMMENDATIONS:

TOTAL COST: N/A **BUDGETED:** Yes No

COST TO COUNTY: **SOURCE OF FUNDS:**

REVENUE PRODUCING: Yes No **AMOUNT PER MONTH** _____ **Year** _____

APPROVED BY: County Atty OMB/Purchasing _____ Risk Management _____

DOCUMENTATION: Included To Follow _____ Not Required _____

DISPOSITION: _____ **AGENDA ITEM #** _____

**Monroe County Boards and Committees
Appointment Information**

Board or Committee: Tourist Development Council

Commissioner Appointing Member: Mayor Mario Di Gennaro, (BOCC District 4)

Name of Member: James Rhyne

Address: 157 Sapodilla Dr.
Lower Matecumbe Key, FL 33036

Mailing Address: Same

Phone Numbers: Work: 305 289-7672 (Coconut Cay Resort)
Home: 305 664-8015
Cell: 305 393-1999
Fax: 305 292-8988
E-mail: Jim@coconutcay.com

Date of Appointment: September 10, 2007

Reappointment: No

Date Term Expires: February 1, 2008

Name of Person Being Replaced: NA

Fulfilling Term of: Scott Simmons (term expiration 2/17/08)

James Rhyne
157 Sapodilla Dr.
Islamorada, Fl 33036

SEP 10 2007

Islamorada Homeowner since 1985
Full-time resident since 1999
Village of Islamorada Water Quality committee since 2003
Owner of 2 motels/marina in Marathon, Fl (Coconut Cay Resort & Marina)
Chairman, Pigeon Key Foundation (2005-present) (board member since 2003)
Chairman, Marathon Hospitality Association (2003-2005)
Florida Keys Marathon Airport Initiative (Board Member)
UKAA, AYSO, coach for various age children and sports (1998-present)
4 children ages 16, 14, 12 and 7 attending CSHS and PKS
Lovely wife, Lesley

Pre-Keys

Graduated University of Florida in 1982 with a bachelor's degree in
Business and Finance.
16 year Wall Street career including managing businesses in both New York
and London

August 7, 2007

RECEIVED
AUG 10 2007

Harold Wheeler
Monroe County Tourist Development Council
PO Box 866
Key West FL 33041

Dear Mr. Wheeler:

I regret to inform you that I will need to officially resign from the Board of Directors of the Monroe County Tourist Development Council effective September 12th, 2007. I will be able to participate in our meeting on September 11th. I apologize for not being able to fulfill the term of my appointment. It has been a real pleasure to serve on this Board, and to be able to contribute to the promotion of tourism in the Keys. I will continue to live in Islamorada, and I look forward to keeping in touch with the friends I have made throughout the Keys.

Sincerely,



Scott Simmons
General Manager
Holiday Isle Resort

Holiday Isle

Beach Resorts & Marina of the Florida Keys
84001 Overseas Highway, Islamorada, Florida 33036
toll-free 800.327.7070 or 305.664.2321 fax 305.664.2703