



**Board of County Commissioners
Tourist Development
Gadsden County, Florida**

MINUTES

**Regular Public Meeting
January 28, 2013
3:30 p.m.**

Present:

Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector (excused absence)
Matt Thro, Vice – Chair of TDC, H & H Furniture
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector Lake Talquin
Patricia Vice, West Gadsden Historical Society, Tourist Attraction
David Knight, Midway Councilman
Angela Sapp, City of Quincy Commission (excused absence)
Peter Patel, Bed Tax Collector (excused absence)
Alca Patel, Hotel Industry (excused absence)
Gene Morgan, BOCC
Sonya Burns, TDC Administrator
Beryl Wood, Deputy Clerk

***Meeting started at 4:00p.m., not the scheduled time of 3:30 p.m. due to not having a quorum.*

Pledge of Allegiance

Matt Thro, Vice-Chairman of TDC called the meeting to order at 4:00pm then led in Pledge of Allegiance.

Roll Call (Beryl Wood, Deputy Clerk)

The roll was called by the deputy clerk and noted above.

Amendments and Approval of Agenda

1. Approval of Meeting Minutes (October 15, 2012)

UPON MOTION BY MR. DUBREE AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE TDC MINUTES OF OCTOBER 15, 2012.

December Meeting Notes for the Record (Matt Thro, TDC Vice-Chairman)

2. Budget Update (Jeff Price, Budget Analyst) – Tabled until the February meeting.

3. Tourism Coordinator Revision/Discussion (Matt Thro, TDC Vice-Chairman)

Mr. Thro explained to the Council and informed Mr. Morgan they had put out for bid the Tourism Coordinator Position a few months back. He said Legacy Marketing came back with a counter and they are discussing the amendments at this meeting.

Mr. DuBree stated “the original bid was higher than what the Council had budgeted for, so we sat down with Legacy and highlighted some on the expectations of the Coordinator position.”

Commissioner Morgan questioned were the agreement read it may be cancelled by either party with 60 days written notice. He asked was there a term for this agreement.

Mr. Thro replied the agreement was for one year, but the Council would have the ability to renew it.

Commissioner Morgan asked was that information provided in the agreement. He asked that it be revised to be contingent upon or whatever the Board feels is the appropriate term.

Mr. DuBree questioned the stages for work at the bottom of the first page which is highlighted: ***The coordinating agency will not be held responsible for duties that are listed above but not directed to perform by the TDC or appointee of the TDC.*** He asked where the stages spelled out on page 2 or is it something we would have to sit down with Legacy and give them the stages or at least the first requirements such as: “Working with the website, application grants, developing media partners and working with marketing dollars with some of the people we approve.”

Mr. Thro asked were they supposed to give direction or would it be per our direction to Legacy Marketing.

Mr. DuBree asked if they could go down the list with Legacy. He said with approving the website and SEO being initial priorities.

Mary Kelley, Legacy Marketing, greeted the Council. She said some of the duties would overlap from month to month. She said in developing the website content she would need to engage with Visit Florida, other merchants and associations to find out what the assets of the county are. She mentioned the grant writing portion is something that could occur simultaneously.

Mr. Knight asked did legal need to take a look at the contract.

Mrs. Burns stated that would be the next step, they review all contracts before heading to the Board of County Commissioners.

UPON MOTION BY MR. THRO AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5-0, BY VOICE VOTE, TO APPORVE THE LEGACY CONTRACT/LETTER OF AGREEMENT CONTINGENT OF THE TERM OF 1 YEAR BEING ADDED WITH A 1 YEAR RENEWAL OPTION IF THEY ARE CONTENT WITH SERVICES.

Mrs. Burns stated she would email the County Attorney the contract and copy the Council.

4. **Bylaws Concerning a Quorum Electronically and Straw Voting (Matt Thro, TDC Vice-Chair)**

Matt Thro discussed amending the bylaws concerning a quorum electronically and straw voting. He noted it had previously been discussed in the October meeting and never placed in the bylaws were a TDC Member could call in and reach a quorum for voting purposes. He then mentioned the straw voting where he said he didn't feel they needed to go down that route, since they have the Coordinator to contact. He said the purpose was to move forward and make decisions between the monthly meetings.

Mr. Knight asked for further clarification on the straw voting. He asked would the decisions still have to be confirmed at the regularly scheduled meeting.

Mr. Thro explained, Mr. Garner would get with Mr. Lawson to get those answers. He mentioned when he talked to Mr. Lawson it was acceptable to do, "if we elect to do a straw vote it could be done over the phone, via e-mail or whatever method is acceptable to the Council."

Mr. Knight clarified it could only be done on items that had been previously discussed and needed more information before a decision could be reached.

Mr. DuBree concurred with Mr. Thro on the straw voting that there was no need for it at the present time, especially since the Coordinator position has been filled.

Mr. Morgan asked could they also have web ex meetings. He offered his support of it and thought it was a great idea and would be beneficial and effective to add to the bylaws, even if never used.

UPON MOTION BY MR. MORGAN AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO AMEND THE BYLAWS TO INCLUDE ELECTRONIC QUORUM.

5. **TDC Reappointments (Jeff DuBree, Lee Garner and Patricia Vice (Matt Thro, TDC Vice-Chairman)**

Mr. Thro commented on the TDC Reappointments that were up. He said they were Jeff DuBree, Lee Garner and Patricia Vice.

Both Jeff DuBree and Patricia Vice consented to be reappointed. Sonya asked for a brief email consenting to be reappointed from both of them.

UPON MOTION BY MR. MORGAN AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE REAPPOINTMENTS OF JEFF DUBREE, LEE GARNER AND PATRICA VICE.

6. **Florida Tourism Day 2013**

Mr. Thro discussed the Florida Tourism Day hosted by the Partnership for Florida's Tourism, which is a day for tourism professionals throughout the Sunshine State to meet in Tallahassee. He said the tourism day will feature advocacy, training, meeting with Cabinet and Legislative Leaders, and the opportunity for you to meet with the Senator and Representative to lobby support of funding for VISIT FLORIDA and other issues affecting your County or business. He asked would anyone be interested in attending. He stated the date for the event is March 13, 2013.

Mr. Knight said he was willing to attend.

Mr. Morgan nominated the Chairman, Mr. Garner in his absence.

Mr. Thro commented it would be nice if the Coordinator, Ms. Kelley could attend.

Mr. DuBree asked was there anything Gadsden County could provide. He mentioned this was during session and there would be plenty of people attending. He said in the past the County has been able to provide literature from the TDC highlighting Gadsden County.

Mr. Thro volunteered to make contact and bring back details on what could be provided.

Sandy Beare commented that she had attended previously also and they do encourage informational tables. She added there would be a lot of vendors from around the State discussing tourism which would include big and small players.

Mrs. Vice asked could the West Gadsden Historical Society if interested, partner with the County.

The consensus of the Council was they could partner with the County.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. MORGAN, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE UP TO 3 PEOPLE (MR. KNIGHT, MR. GARNER AND MS. KELLEY) AND NOT TO EXCEED \$300.00 TOTAL TO ATTEND THE FLORIDA TOURISM DAY 2013.

7. **Welcome BOCC Appointment (Commissioner Gene Morgan)**

Mr. Thro along with the Council expressed their gratitude and welcome to Commissioner Gene Morgan as the BOCC Appointment to TDC.

Mr. Morgan thanked the Council for their gratitude and gave his apologies for being late to his first TDC meeting and he said he has duly noted the new meeting time.

Marketing and Funding Request

Pat Hayes and Debbie Parramore, Rocky Comfort Farms, greeted and thanked the Tourism Council for sponsoring them last year. They said funding received from the TDC was used for advertising. She passed around photos of happenings from this past year and spoke of a future project, called the Canopy Trail. She highlighted the past year where they had 31 schools to visit the farms with a total of 1,407 students. They had 1,562 weekend visits from October – December with 2,969 total number of visitors to the farm. She said they are attempting to start spring field trips at the farm.

Mr. DuBree raised questions concerning targeting outlying counties and that he would like the egadsden link on the website. He also asked that they list places to stay that are close by in the County. He noted Facebook should also be linked by your organization to TDC.

Mrs. Burns stated they meet all requirements, except links to the website.

Mr. Dubree commented on the potential grant application. He said they are trying to establish the 150 mile radius.

Mr. Thro suggested they look for ways to increase the 150 mile radius.

Mr. DuBree expressed for future meetings spell out major players in what qualifies and what does not qualify outside of 150 mile radius for advertising.

Mr. Morgan thanked Mrs. Hayes for her presentation and all they do. He encouraged her to think of ways to have overnight stays and encourage their visitors to explore other places in Gadsden County. He asked that they add the egadsden logo along with the Visit Florida logo they already have and to track information if they are spending the night in Gadsden County. He stated it would be beneficial in their efforts trying to market and highlight Gadsden County.

Ms. Kelley asked could the Coordinator position help with this type of request, so they could have clear understanding of what the TDC is wanting and what they must provide.

Mr. Thro asked the TDC Coordinator, Ms. Kelley to work with Rocky Comfort Farm and then come back and present to the Council before their deadline.

Debbie Parramore thanked the Council for all their help. She said a big part of this is marketing and asked for help. She spoke of ways that they could begin to track.

Public Comments and Concerns on Non-Agenda Items (3 minute limit)

Mr. Morgan asked if they could discuss and take action on the 7 kiosk to be placed throughout the County at the February Meeting.

Mr. Thro asked that information on the kiosk be resubmitted to the Council and scheduled for the next meeting.

Meeting(s)

- February 18, 2013

Adjournment

THERE BEING NO OTHER BUSINESS BEFORE THE COUNCIL, MR. THRO DECLARED THE MEETING ADJOURNED AT 5:15P.M.

MATT THRO, VICE – CHAIR OF TDC

ATTEST:

BERYL H. WOOD, DEPUTY CLERK