



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

MINUTES

**Regular Public Meeting
February 18, 2013
3:30 p.m.**

Present:

**Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector
Matt Thro, Vice – Chair of TDC, H & H Furniture (arrived late)
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 Commissioner
Peter Patel, Bed Tax Collector (absent)
Alca Patel, Hotel Industry (absent)
Gene Morgan, BOCC
Sonya Burns, TDC Administrator
Beryl Wood, Deputy Clerk**

Pledge of Allegiance and Roll Call

Lee Garner, 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.

Alca Patel Resignation

Mr. Garner informed the Council he received an email from Mrs. Alca Patel stating her resignation as of today from the TDC.

Jeff DuBree recommended Hemant Patel, who had served on the Council previously and “he is a tax collector.”

Gene Morgan commented Hemant is in town. He asked should the agenda be amended for this discussion.

Mr. Thro arrived at this juncture of the meeting.

Sonya said as far as the TDC agenda it should be amended so the Council could discuss the Alca Patel vacancy. As far as approval and moving forward to the Board of County Commissioners it could be mentioned at the BCC meeting tomorrow, but on agenda for the next BCC meeting.

Amendments and Approval of Agenda

- **A (1): Amend Agenda to add vacancy on Alca Patel**

UPON MOTION MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO AMEND THE AGENDA TO DISCUSS VACANCY ON ALCA PATEL AS A (1).

A (1). ALCA PATEL VACANCY

Mr. Thro recommended Hemant Patel be nominated to the TDC (District 5, Commissioner Taylor).

UPON MOTION BY MR. DUBREE AND SECOND BY MRS. VICE, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO NOMINATE HEMANT PATEL TO THE VACANT POSTION ON THE TDC.

Mr. Morgan asked they at least mention to Commissioner Taylor before tomorrow’s BCC meeting.

1. **Approval of Meeting Minutes (January 28, 2013) (Lee Garner, TDC Chairman)**

UPON MOTION BY MR. MORGAN AND SECOND BY MR. THRO, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO APPROVE THE TDC MINUTES OF JANUARY 28, 2013.

2. **Budget Update (Jeff Price, Budget Analyst)**

Mr. Price gave budget update. “In looking at revenues he referenced the first sheet the Revenue Budget by Fund. He said the 1st quarter Oct. – Dec. 2012 \$17,048 that is only 2 months of revenue there. The 2nd quarter they have \$9,800 and that’s one month’s worth. Right now we only have \$26,848, which is only 3 months worth. Multiply that out to get a guide as to where we are going, it would be \$107,000 and the budget is at \$106,000, so we are right in line. Last year the total amount received was \$96,000. We are a head of the game on the revenue side. On the expense side, not a

whole lot of activity. The main thing down is promotional activities we did a couple of things for the Art Center and one thing for the Havana Merchants.” Other than that it has been pretty quiet. He asked was there any questions.

Mr. DuBree said he noticed the Gadsden Arts Center and the Havana Merchants are subtitled under the Target Market Fund. He asked was that correct or is it listed under Promotional Activities. He said it should come out of the Event fund.

Sonya stated that is the way they code it under Promotional Activities.

Mr. DuBree commented he thought the way they sat up Promotional Activities there was some different categories that added up to the \$79,000.

Sonya said it comes out of marketing funds, but that’s the way they code it for Finance.

Mr. DuBree clarified it should come out of Event Marketing Fund.

Mr. Price said he would make change to show the three items (Gadsden Art Center, Havana Merchants and Quincy Music Theater) under Event Marketing Fund.

Mr. DuBree mentioned another issue with the budget the way it is listed is there was nothing budgeted for infrastructure. “The Council didn’t seem to have much interest in the kiosk last year. He said they may have to take some funds from one of the other areas to create the infrastructure fund unless we pull it from reserve.”

Mr. Price yielded his discussion on the budget to have the Kiosk discussion.

Mr. Morgan commented on the overall budget, is there anything in Reserve and what is the balance?

Mr. Price responded there is nothing in Reserve.

Mr. Morgan inquired about cash in bank stating it is around \$45,000. He then asked how much cash do they have available if they had an expense come up.

Mr. Price stated Finance hasn’t completed audit of the entire County, so we don’t have that figure at this point. He said he believed it was around \$200,000 in the fund balance in which we reserved \$44,000 to come out for this budget.

Mr. Morgan said so it should be somewhere around \$135,000.

Mr. Thro pointed out they didn’t spend all the money last year, so that should have gone to the fund balance. He said that would have moved the \$200,000 up north of that and then pulled the \$44,000 out.

Mr. Morgan commented great, they have significant reserve funds. He also questioned under Search Engine Optimization Web enhancements there is \$24,000 budgeted and under total professional services it is \$48,000. "I don't see any expenditures, is there a need to have that."

Mr. Thro replied yes, we entered contract with Gannett and the Tallahassee Democrat. He then asked could they pull money out of Reserve for kiosk.

Mr. DuBree responded up to 20%.

Sonya said to remove funds it would have to be on agenda for BCC approval.

3. **Kiosk Discussion/Approval (Lee Garner, TDC Vice-Chairman)**

Sonya explained the different Kiosk in a printout which all Council was presented. She stated a young lady by the name of Kathy from Stealth was scheduled to do a conference call but had a family emergency and would have to reschedule. She presented two kiosk for indoor both touch screen, one barcode scanner and the other LCD – 19 inch upgrade.

Mr. Thro asked the price of each unit or total price of all units.

Mr. Morgan commented that would be \$35,000 total and for each municipality around \$4,500, so if we budgeted \$35,000 they should be able to get this accomplished.

Mr. Garner recommended giving the go ahead. He said hopefully the Coordinator position would be filled soon and she could help spearhead. He asked could the company provide overview of how the Kiosk works.

Mr. DuBree suggested a company out of Tallahassee that was recommended by Hemant Patel. He suggested looking at other options before locking down with one.

Mr. Garner said he would like to look at it, but didn't want to prolong approval.

Mr. Morgan said it could work well in conjunction with the Kiosk, he said they all are basically the same price. They all need to look identical, visibly seen in an area with heavy traffic.

Mr. Knight asked about sole sourcing and the additional cost.

Mrs. Sapp also asked for completed package, run through. She said they need more research.

Mr. Garner commented the consensus was we all want it. Get information out to Council. He asked that Gene Morgan, Jeff DuBree work together on kiosk.

Mr. DuBree concurred and asked they approve a special amount and approve special criteria.

Mr. Morgan phoned Stealth and spoke with a Joe Swaki who works with Stealth series Kiosk asked numerous questions.

- 1.) What is involved with installation and keep up cost.
- 2.) Could they be hardwired in?
- 3.) What are prices for outdoor model?

Joe stated it would be probably around \$1,000. He asked how many outdoor units would they like. He offered to prepare quotes. All keyboards are custom built. He also mentioned partnering with software providers would be needed.

(Site Kiosk. com) other competitors (Siblo and Olea) to receive other bidders. Ballpark around 4-6 weeks before they could be in the county (hardware). He said he would provide quotes on 7 indoor/out kiosks. He said they don't offer lease options only purchase.

Mr. DuBree asked about different features.

Mr. Garner said the Committee would work with Mr. Swaki at Stealth on this and bring information back to Council.

4. Bylaws Amendment-(Clarification) (Matt Thro, TDC Vice-Chair)

Mr. Thro gave clarification on electronic voting and web ex and added that straw voting was out per the discussion and motion from the last meeting.

Mr. Garner said straw voting was not an acceptable method, as poll voting. He said they should move forward with amending bylaws on electronic voting and web ex only.

5. Florida Tourism Day 2013 (Discussion and Attendance Confirmation) Lee Garner, TDC Chairman

The Florida Tourism Day, March 13, 2013 was discussed at the last meeting in January and is hosted by the Partnership for Florida's Tourism, which is a day for tourism professionals throughout the Sunshine State to meet in Tallahassee. The day would 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.

Sonya said the cost for this event is \$35.00 and she just needed confirmation on who would be attending.

Mr. Knight consented that he was willing to attend. Mr. Garner said he would be out of town of town.

Mrs. Vice asked "are we working on goody bags." She said she would donate pens from the West Gadsden Historical Society.

Mrs. Sapp said the City would see what they could provide as handouts as well.

Sonya advised if any other Council members would like to attend after they check their calendars, they should just email her or let her know a couple of days before the event.

Chamber of Commerce

Mr. Thro asked if the Chamber could be added to the next agenda. He said he understood in years past the Chamber had put in a funding request to the TDC. He said they are interested in coming back before the Council. He asked if the Council was acceptable for the Chamber to come and elaborated on this item. He discussed an amount of \$5,000, but it was later determined it was only that amount for work done on the Strategic Plan and directly involved by attending meetings.

Mr. Thro explained they haven't had to come before the TDC because we have it budgeted.

It was consensus they were already budget for \$2,500.

Mr. Garner asked that Mr. Thro have David Gardner send an invoice to Sonya, so they could receive the membership payment.

Mrs. Sapp's Comments

Mrs. Sapp thanked the Council for working with her through her job change and she is glad to be back.

Mr. Morgan's Comments

Mr. Morgan discussed the Kiosk and being passionate about it becoming reality.

Mr. DuBree's Comments

Mr. DuBree suggested allowing Hemant Patel to serve on the kiosk committee as well.

Mr. Garner said he was a citizen and that would be a great idea.

Marketing and Funding Request

Mr. DuBree also commented on the TDC Marketing Vendors, clarifying the gray areas under Strategic Plan, to have list to give to people asking for funds from TDC.

Mr. Thro replied if the Coordinator comes on, she would be the one to work with them.

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

There were no additional comments.

Meeting(s)

- March 18, 2013

- April 15, 2013

Other TDC Business

BOCC Agenda Item – TDC Council Reappointments - 2/19/13

Request to Amend TDC By-Laws (Voting Process) – 3/5/13

Approval of TDC Coordinator Contractor (Tentatively) – 3/5/13

Motion to Adjourn

THERE BEING NO OTHER BUSINESS BEFORE THE COUNCIL, MR. GARNER DECLARED THE MEETING ADJOURNED AT 4:35 P.M.

LEE GARNER, CHAIR OF TDC

ATTEST:

BERYL H. WOOD, DEPUTY CLERK