



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

**MINUTES**

**Regular Public Meeting  
APRIL 15, 2013  
3:30 p.m.**

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**Present:**

**Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector  
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 (via phone)  
David Knight, Midway Councilman  
Angela Sapp, City of Quincy Commissioner  
Peter Patel, Bed Tax Collector (absent)  
Hemant Patel, Hotel Industry  
Gene Morgan, BOCC (via phone)  
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 3:30pm then led in the Pledge of Allegiance.

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

## **Amendments and Approval of Agenda**

### 1. **Approval of Meeting Minutes (March 18, 2013) (Lee Garner, TDC Chairman)**

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE TDC MINUTES OF MARCH 18, 2013.**

Matt Thro abstained, since he missed first part of meeting.

### 2. **Resignation Letter (Peter Patel) (Lee Garner, TDC Chairman)**

Mr. Garner accepted resignation of Peter Patel dated April 2, 2013 who was resigning due to busy schedules and some conflict of interest. However, he expressed interest in serving on the board in the future. He said they are taking nominations and the individual must be a tax collector.

Hemant Patel suggested owner of Best Western in Midway, Gary Patel.

Mr. Garner said if he meets the qualifications he would like to recommend Gary Patel to the Board of Commissioners for consideration as the new TDC member to replace Peter Patel.

*Gene Morgan arrived at this juncture via phone.*

### 3. **Budget Update/Discussion (Jeff Price, Budget Analyst)**

Jeff Price gave budget update. He discussed the current year budget in fiscal year 2013 the, the revenue was on course with what they anticipated. The expenses have been about the same. He discussed the \$4,400 for Gateway Signs Project from the Professional Services (SEO Web enhancements) to Infrastructure funds. After talking to Finance they didn't want to create an additional account for Infrastructure. They determined it was a promotional type item, so it will pay out of Promotional Activities, based on that nothing was moved out of Professional Service.

Mr. Thro suggested moving the funds \$4,400 from Professional Services line item to Promotional Services.

**UPON MOTION BY MR. GARNER AND SECOND BY MR. THRO, THE COUNCIL VOTED 8 – 0, BY VOICE VOTE, TO PAY THE LOWEST BIDDER PER COUNTY AUTHORIZATION AND MOVE FUNDS FROM PROFESSIONAL TO PROMOTIONAL ACTIVITIES.**

Mr. Price discussed fiscal year 14. He presented printout of the last 3 years of budget. He said it was time to start discussing ideas and plans for the next fiscal year. He said it could start as early as the next meeting.

Hemant Patel inquired how the state dispersed funds. Is it a year behind or is it already been collected and dispersed quarterly. He said there were discrepancies. "If we are going to develop tourism, they need to make sure they are paying." He suggested a workshop spearhead by the Tax Collector's Office, so Hotel Collectors would know how to collect and submit taxes properly to the state. He said they aren't splitting up sales tax with tourism taxes; it's a separate line item.

Mr. Price said it is collected in the arrears.

*Mrs. Vice ended her call at this juncture.*

Mr. Garner asked for budget sheet for fy13 to begin placing numbers in and add the infrastructure line item for the meeting in May. He asked if he would send to Sonya and she could forward to the Council.

Mr. Thro suggested they use the new TDC Coordinator, Mary Kelley in the budget process.

*At this juncture they welcomed the TDC Coordinator, Mary Kelley from Legacy Marketing to her first official meeting.*

4. **Kiosk RFP Discussion (Jeff DuBree, Gene Morgan and Hemant Patel)**

Jeff DuBree said they had not met as a committee since they had received bids. He refreshed everyone's memory we had a budget around \$30 - 35, 000. The kiosk bid that they sent out came back with only one bidder and they were about \$20,000 a piece. We had gotten a phone call several emails from the one bidder saying that bid could be looked at and possibly things taken off and kind of a'la carte the devices to see if that would work. He said he had sent the company an email to tell them they were going out for additional bid and would welcome them to place a bid that's more defined to meet our budget requirements.

Hemant Patel said he has spoke to several different companies. He said they all said we need to be specific in what we want.

Gene Morgan said the first man they spoke to would be of great help in trying to narrow down the specifics of what they want in the kiosk. 20

Committee members said they would get together as soon as possible and report back

to the Council before the next meeting.

### **Marketing and Funding Request**

#### **1. City of Quincy, CRA (Charles Hayes via phone)**

Luchandra Knight, assistant for Mr. Hayes appeared before the Council to discuss funding for the 10th Quincycfest Blues & BBQ/Cinco De Mayo on May 3 - 4. She asked for support from TDC for advertising in the amount of \$4,000.

Mr. Patel asked "how many rooms are you expecting would come from this event."

She stated as in the grant application they have confirmed about 20, but are expecting about 45 rooms total.

Mr. Patel, noted that was graduation weekend and he and other local hotels were booked. He asked what local hotels were booked for the Blues and BBQ.

Mr. Garner pointed out they can reimburse for advertising for being 150 miles away.

Mr. Patel made a motion for \$750 for advertising. It died for a lack of a second.

Mr. Thro asked about the Professional BBQ and suggested they try to go that route to reach more individuals.

Mr. Hayes said via phone they can no longer afford to do the Professional BBQ and they now use the Backyard BBQ.

Mr. DuBree pointed out they are only suppose to support an event for 3 years and it was stated this event has been in business now for 10 years. He said he would offer a motion if these conditions were met.

Mr. Patel inquired since they had missed the two grant cycles, legally could they give funds out.

Mr. Garner said it was a budgeted item. He reminded Ms. Knight to inform Mr. Hayes for future references the grant cycle to ask for funds are January and July.

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 4 – 2, BY VOICE VOTE, TO APPROVE \$750 FROM GRANTS AND \$1,250 FROM EVENT MARKETING AND CRITERIA MUST BE MET: 150 MILE CRITERIA ADVERTISING, CRA LINKED TO THE CITY’S FACEBOOK PAGE, CITY WEBSITE AS WELL AS THE BLUES AND BBQ WEBSITE AND GADSDEN COUNTY TDC LOGO.**

*Mr. Morgan and Mr. Patel opposed the motion. Ms. Sapp abstained from motion.*

**2. Havana Merchants Association (Bob Lauther)**

James Heidenreich addressed the Board on behalf of Bob Lauther of the Havana Merchants. He said they would like additional funding in the amount of \$3,000 which would cover less than ½ of the additional performer and advertising expense that we have budgeted trying to reach outside areas for the Havana Day Festival scheduled for May 18, 2013.

Mary Kelley showed the advertising promo for the Havana Day Festival.

Mr. DuBree commented he spearheaded trying to get all organizations who annually ask for funds to ask for the amount needed and it would come before the TDC before making a final decision. He said this was done with the Havana for their numerous projects. Not in favor of approving additional funds.

Mr. Patel questioned the timing of the request and being able to come back and ask for additional funding. He explained this is why he opposed the City of Quincy.

Mr. Morgan motioned for approval for \$3,000 for Havana Day Festival it died for lack of second.

Mr. Knight asked for additional clarity for approval.

Mrs. Sapp also inquired was this typical for organizations coming back to request additional funds.

**UPON MOTION BY MR. PATEL AND SECOND BY MR. MORGAN, THE COUNCIL VOTED 5 – 1, BY VOICE VOTE, TO APPROVE \$750 CONTINGENT THAT THEY SHOW 10 ROOM NIGHTS IN GADSDEN COUNTY, REIMBURSABLE OUT OF THE MARKETING DOLLARS.**

*Mr. DuBree opposed the motion and Mr. Thro abstained from voting to due to the Havana Merchants conflict. The motion passed.*

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

There were no additional comments from the public.

- Future marketing plans to be discussed Legacy's Mary Kelley. The Committee will consist of Sapp, Patel and Thro.
- Hemant Patel discussed a beautification project for Gadsden County. He talked about the baseball tournaments that are held in Bainbridge Georgia. He said he would like for

the Council to look into giving a much needed facelift to ball fields and soccer fields, etc. so they can be brought up to standards and eventually the County could host tournaments and that could attract tourism.

**Meeting(s)**

- May 20, 2013
- June 17, 2013

**Other TDC Business**

NONE

**Printed Materials Available**

List of Strategic Partners  
List of Approved Media  
TDC By-Laws  
Florida Statute

**ADJOURNMENT**

**THERE BEING NO OTHER BUSINESS BEFORE THE COUNCIL, CHAIR GARNER DECLARED THE MEETING ADJOURNED AT 4:55 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**LEE GARNER, CHAIR OF TDC**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**