



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

**WORKSHOP MINUTES**

**May 28, 2013  
3:00 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 - arrived late**  
**Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector Lake Talquin**  
**Patricia Vice, West Gadsden Historical Society, Tourist Attraction**  
**David Knight, Midway Councilman**  
**Keith Dowdell, City of Quincy Commissioner**  
**Hemant Patel, Hotel Industry**  
**Gene Morgan, BOCC – absent**  
**Keith Dowdell, City of Quincy – arrived late**  
**Sonya Burns, TDC Administrator**  
**Mary Kelly, Legacy Marketing**  
**Beryl Wood, Deputy Clerk**

**Pledge of Allegiance and Roll Call**

Lee Garner, Chairman of TDC called the meeting to order at 3:00pm then led in the Pledge of Allegiance.

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

**Amendments and Approval of Agenda**

1. **Budget Update & Discussion (Jeff Price, Budget Analyst)**

Jeff Price gave budget update. He asked was there any big projects they were working on and would like to add to the budget. He said there was a \$106,000 from the tax itself.

Mr. Garner commented the reason for today's workshop was to have a general discussion with Mary Kelly to see where we are going.

*Mr. Thro arrived at this juncture of the meeting.*

Mr. Patel questioned the partial employee of 20%.

Mr. DuBree commented and explained Sonya's salary portion in the budget by saying 2 years ago she was granted the position of Tourism Coordinator and it was on a 3 month probationary plan to see how it worked out. He said he believed some of her duties with the County made difficult to accomplish some of the goals that we required Legacy to do. Originally it was around \$12,000 previous fiscal year, but when they made the budget last year the \$6,000 total, which is at the bottom to handle some of the administrative duties for the TDC. He explained this occurred before Mary was brought on as Administrator Coordinator.

Mr. Garner explained they need to keep some of the salary there, for Sonya to continue some of her duties.

Mr. Patel stated they are the exception; most TDC's have a full-time administrator. He said the Chamber use to be the full-time administrator. He said the biggest complaint is that they don't have follow through. He expressed the need for the full time administrator.

Mr. Garner asked about the amount in the banks.

Mr. Price replied about \$218,000.

Mr. Thro proposed they considered what persons they need in place.

*Mr. Knight arrived at this juncture of the meeting.*

Mary Kelly conveyed she was trying to get a collective voice of what TDC is looking for. "As a body of people if they aren't involved in the process."

*Keith Dowdell arrived at this juncture meeting.*

Mr. Garner commented Jeff and Matt were involved in the implementation of the RFP.

Mr. Thro said they have someone in the marketing field to help us put a plan together, helping with the other entities involved.

Mr. Garner commented on kiosk.

Mr. Patel stated there is some debate were kiosk are still relevant. He said it is Mr. Morgan's belief that the kiosk would be viable to the County.

Mr. Garner commented on signage right of way.

Mr. Patel said the funds have been dispersed and they are waiting the signs to be placed.

Mr. Price said he would do follow-up with Curtis Young, (Interim County Public Works Director) and Mr. Garner.

Mr. Dowdell asked would the entry signs be for all points for Gadsden County. He said the CRA would be doing the same thing for entry points to the City.

Mr. Garner said yes and it would not interfere with what the City is doing.

2. **TDC Objectives and Goals (Lee Garner, TDC Chairman & Mary Kelly, Legacy Marketing)**

Mr. Knight inquired about the kiosk.

Mr. Patel said the short answer is no, RFP has been finalized. He said the QR postcard poster would be great. Hotel and Motels would have to be touchtone.

Karen Marsh and Mary Garcia, Chattahoochee Main Street, asked what the price of the kiosk was and discussed the added benefits to the community, "everyone does not have smart phones." They asked various questions of the TDC.

Keith Dowell inquired about kiosk since this was his first meeting.

Mr. Garner, Mr. Thro and Mr. DuBree explained they would place one kiosk in every municipality.

Mr. Thro stated when you are marketing anything; questions to be asked are what assets would fit in the budget. We want the most cost effective plan in place.

Mrs. Kelley suggested visiting municipalities to see what works within the community. She said she was not totally sold on the kiosk idea.

Mr. Garner commented we must think regional to help Gadsden County.

Mr. Patel stated “they are throwing so much at the wall and nothing is sticking. We need to prioritize.” He said the website and billboards are productive for hotels, bed and breakfast and camp grounds. He suggested they partner with hotel owners and see if they would give coupon rate.

Mr. DuBree directed Mary to the website. It gives her an opportunity to partner.

Mary Kelley said they are working on website. She said the website is mixture of cross collaborative material. We want to make the website captivating.

Mr. Garner directed Mrs. Kelly to work on the website.

Mr. Thro asked did they give Mary a budget for video, pictures, etc. to get acclimated in this county.

Mr. Dowdell commented when he looks at TDC it is the marketing place for Gadsden County. He said they must take care of the website and it should cover every area in all the municipalities. We need to market what goes in Gadsden County. “We do need to give her a budget.” He asked who was the marketing committee.

Mr. Garner suggested the marketing/advertising committee taking care of that responsibility. The accountability is there.

Mr. Patel stated he agreed with Matt to set aside a budget. “Whatever we don’t allocate for video, use some of the funds for billboards and coupon book.”

Mary Kelly suggested the billboards would drive them into the hotel. She suggested merchants create coupon books. She also suggested meeting with the different hotel individuals.

Mr. Patel suggested coming up with the Community guides.

Mrs. Kelley suggested multiple projects going on at the same time.

Mr. Thro suggested adding Mr. Dowdell for the replacement of Mrs. Sapp on the Marketing Committee.

Mr. Thro motioned for \$20,000 for formation of the asset list and start working on website. He said he would like to formulate a budget for \$2,000 collateral material for hotels and \$7,000 for billboards and then take the rest and move over for a total of \$29,000.

Mr. Garner reminded him they couldn’t vote since, this was a workshop meeting.

Mr. Patel stated \$7,000 is not enough for billboards. You have to sign up for one year billboard contract.

Mr. Price we need good working numbers by July.

Mr. Garner suggested at the June meeting have numbers.

2. **Discussion Items/Concerns by Council members**

- Lee Garner, Chairman, commented on the appointment of someone to work on the Courthouse 100<sup>th</sup> Anniversary. It was later determined that Mary Kelley and Hemant Patel had agreed to serve.
- Hon. Gene Morgan, Gadsden County BOCC, was not present at this meeting.
- Hon. Keith Dowdell, City of Quincy, greeted the Tourism Council and expressed he was happy and looking forward to serving as the City's appointee on the Council.
- Hon. David Knight, City of Midway, discussed the replacement of Peter Patel on the TDC. He said the manager of the Comfort Inns in Midway, Nick Bhakta would qualify and is a resident of Gadsden County.

Mr. Garner said they would need his contact information to confirm he would like to become a member of the TDC, then they would forward to the Board of County Commissioners for approval.

- Hemant Patel, Hotel Industry, commented on a workshop on tourism tax. He also discussed how they should start to implement the Tourist Development Council Special Events Grant Program it would be used to track the number of overnight stays as a result of the event sponsored by funding from the Gadsden County TDC and Post Event Reporting Forms which should be completed 45 days after the event to receive funding.
- Jeff DuBree, Whippoorwill Lodge, suggested they hire someone to do a tutorial on the tourism tax with the hotel owners. It was later determined that might not be the most feasible way to go at this time.
- Patricia Vice, Greensboro Historical Society, had no additional comments.
- Matt Thro, H&H Furniture, asked what date would the Council like to set for the next meeting.

**Marketing and Funding Request**

NONE

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

There were no additional public comments or concerns.

**Meeting(s)**

- June 17, 2013

**Other TDC Business**

**Printed Materials Available (Upon Request)**

List of Strategic Partners  
TDC By-Laws  
Florida Statute

**ADJOURNMENT**

**THERE BEING NO OTHER BUSINESS BEFORE THE COUNCIL, CHAIR GARNER DECLARED THE WORKSHOP ADJOURNED AT 4:10 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**LEE GARNER, CHAIR OF TDC**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**