



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

**MINUTES**

**Regular Public Meeting  
June 17, 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  
David Knight, Midway Councilman (absent)  
Keith Dowdell, City of Quincy Commissioner (absent)  
Hemant Patel, Hotel Industry  
Gene Morgan, BOCC (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 3:30pm then led in the Pledge of Allegiance.

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

**Amendments and Approval of Agenda**

Mr. Garner amended the agenda to include the Gadsden County Chamber of Commerce 2012-2013 - \$2,500 (Membership Fees) under # 2 - Marketing and Funding Request.

**UPON MOTION BY MR. PATEL AND SECOND BY MR. THRO, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE AGENDA WITH THE ABOVE AMENDMENTS.**

1. **Approval of Meeting Minutes (April 15, 2013)**

UPON MOTION BY MR. THRO AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5 - 0, BY VOICE VOTE, FOR APPROVAL OF THE APRIL 15, 2013 MINUTES.

**Approval of Workshop Minutes (May 28, 2013)**

UPON MOTION BY MR. THRO AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5 - 0, BY VOICE VOTE, FOR APPROVAL OF THE MAY 28, 2013.

2. **New Appointee Nomination for BOCC Approval (Mr. Patel Replacement)**

(Lee Garner, TDC Chairman)

Mr. Garner commented on the recommendation of Nick Bhakta the Manager at the Comfort Inn in Midway. He noted he was a resident of Gadsden County.

Mr. Patel consented to get Mr. Bhakta's contact information.

Mr. Garner said his name and information would be forwarded to BCC for approval during their first July meeting.

**UPON MOTION BY MR. PATEL AND SECOND BY MRS. VICE, THE COUNCIL VOTED 5 - 0, BY VOICE VOTE, TO APPROVE THE RECOMMENDATION OF NICK BHAKTA FOR NOMINATION TO THE TDC AND NAME FORWARDED TO THE BCC FOR FINAL APPROVAL.**

*Mr. Morgan arrived at this juncture of this meeting.*

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

Mr. Price gave budget update with the adopted FY2012-2013 budget at \$145,875 and the proposed FY2013-2014 at \$145,875, with an operating expense of \$139,875 and non-operating at \$44,795.

Mr. Thro asked were the budget changes from last meeting included in this updated budgeted.

Mr. Price commented most were included.

Mr. Garner asked about the removal of Riverway South.

Mr. DuBree asked where it would fit into the budget.

There was discussion by the council.

Mr. Thro encouraged the Board to include Mary Kelly in the budget planning.

Mrs. Kelly said she would like to meet with the Marketing Board before offering any suggestion on what should be added and taken away.

Mr. DuBree asked under promotional activities (target marketing-\$40,000) can we move around or can we adjust as needed.

Mr. Price said it could be moved with no problem.

Mr. DuBree questioned the Infrastructure fund being moved.

Mr. Price said he was having a hard time discussing Infrastructure with Finance, since there are no bridges and roads being built.

Mr. Thro said there needs to be a cohesive plan.

Mr. Morgan said the budget amount is pretty much settled at \$166,000. He suggested a summary sheet at the next meeting with the top 3 priorities.

Mr. Patel asked that they contact Mr. Summerford office to work with hotel owners to educate and show them how to fill out and separate taxes.

Mary Kelly said they are trying to get bed tax collectors together to discuss billboards and at that time they could provide information on the tourism tax and they may not feel threaten. They will have the necessary information moving forward on how to separate taxes.

Mr. Morgan said that could be a project for upcoming budget year. It may produce results.

Mr. Patel said Robert Skrob of Florida Association of Destination Marketing Organizations (FADMO) could provide insight and maybe a workshop on the tax issue.

Mr. Garner asked could contracted services be added in the amount of \$2,500 for professional services.

Mr. Morgan suggested changing the name of the infrastructure fund. He said it could be beautification/improvement fund.

Mr. Price noted the changes and would have them addressed by the next meeting.

4. **FADMO Membership Invoice (Renewal) (Lee Garner, TDC Chairman)**

Mr. Garner presented the Florida Association of Designation Marketing Organizations (FADMO). He said he felt this would provide a great opportunity for the community.

- A Florida legislative consultant, who constantly monitors the legislative situation, provides legislative summaries to its members and has access to key decision makers on your behalf.
- World – class marketing training right here in Florida through the Designation Marketing Summit. This is a low investment way to gain access to the best – in-industry resource to bring more customers to your community.
- FADMO also serves as an ongoing member resource for tourism issue and conducts periodic surveys of CVBs throughout Florida to provide you with access to important Florida to provide you with access to important short – cuts to success.
- An Annual Meeting which allows for expert discourse and networking on issues relevant to tourism marketing issues.
- The newsletter for Florida’s tourism industry bringing you important information about issues impacting your bureau as well as updates from throughout the state.
- FADMO serves as the single unifying voice for all Florida’s convention and visitor bureaus, providing continuing insight and direction as we face an increasing competitive tourism marketplace.

Mr. Patel said we need to take full advantage of the services offered if renewed. “Let’s try to get workshop for free concerning tourism taxes.” He said he would contact Robert Skrob, who is the Executive Director.

Sonya said she would contact him and see if he would render services.

**UPON MOTION BY MR. THRO AND SECOND BY MR. PATEL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF FADMO MEMBERSHIP INVOICE FOR \$608 FOR THE FY 2012-2013.**

5. **46<sup>th</sup> Annual Florida Governor’s Conference on Tourism (2 Attendees) (Lee Gardner, TDC Chairman)**

Mr. Garner commented it’s time for the 46<sup>th</sup> Annual Florida Governor’s which will be held in Orlando, FL at the Royal Pacific Resort, September 11 – 13, 2013. He said he had attended last year it was very informative. He suggested others volunteer this year for the conference.

Mr. Patel suggested it be open up for all council members who are interested.

**UPON MOTION BY MR. PATEL AND SECOND MRS. VICE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR ALL MEMBERS TO ATTEND PLUS MARY KELLY WILL BE COVERED BY TDC.**

6. **Florida Travel & Lifestyles Promotion Offer (Lee Garner, TDC Chairman & Mary Kelly, Legacy Marketing)**

Mr. Garner discussed the Florida Travel & Lifestyle Promotion Offer with the Council.

Mary Kelly suggested the Marketing Committee look into the benefits of the offer and see if it will be beneficial.

**UPON MOTION BY MR. PATEL AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR SUGGESTED APPROVAL FROM THE MARKETING COMMITTEE IF SO DESIRED FOR \$890.**

7. **Havana Merchants Association Discussion (Advertisement and Rm. Night Requirements) (Hemant Patel, TDC Councilman)**

Mr. Patel commented on the \$750 for the Havana Merchants. He asked the Council if they would not pay that amount because they did not meet the requirements of advertisement and room night requirements.

Mrs. Kelly interjected and said she worked on the marketing for this event and it was there the TDC logo was provided.

Mr. DuBree suggested they become sterner with dispersing of funds.

Mr. Thro provided the logo was on the website.

Mr. Garner asked could they provide the bed nights, hotel rooms. He then directed them to turn in information on bed nights so that funds could be disbursed.

Mrs. Kelly said they need to find way to measure, if organizations are to be held to that standard.

**Awards and Presentations**

1. **Jonnie Clark, White Squirrel Extravaganza (Material provided through handout)**

Jonnie Clark greeted Council and made presentation on Gadsden County White Squirrel Festival.

Mr. Garner thanked Mrs. Clark for such a powerful and detailed presentation. He suggested she talk to Mrs. Kelly to discuss the idea fully of having a White Squirrel Festival in Gadsden County.

### **Marketing and Funding Request**

#### **1. Gadsden Art Center FY 2013-2014 - \$4,000**

The Gadsden Art Center submitted a written request renewal of \$4,000 in annual marketing support for the Gadsden Arts Center in the coming 2013-2014 fiscal year.

**UPON MOTION BY MRS. VICE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF THE GADSDEN ART CENTER FY 2013-2014 IN THE AMOUNT OF \$4,000.**

#### **2. Gadsden County Chamber 2013-2014 - \$2,500**

The Gadsden County Chamber submitted and invoice for 2013-2014 for membership in the Gadsden County Chamber in the amount of \$2,500.

**UPON MOTION BY MRS. VICE AND SECOND BY MR. MORGAN, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF GADSDEN COUNTY CHAMBER 2013 – 2014 FOR \$2,500.**

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

- Karen Marsh, MainStreet Chattahoochee, asked is this the time to request funds. She mentioned they are still in the planning stages of establishing the Chattahoochee MainStreet and if they are accepted as a MainStreet the funds would help to promote.

Mr. Thro suggested they write a letter requesting funds.

Mr. Morgan suggested a letter of support from the TDC for the Chattahoochee MainStreet to be presented with their package before they forward it. He also suggested a working relationship with the different MainStreet in the County would be beneficial.

- Henry Rollins, spoke in support of Mrs. Clark and commented on the excitement of the White Squirrel Festival in Gadsden County.

**Meeting(s)**

- July 15, 2013

Mr. Patel suggested meeting every other month instead of the once a month.

**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, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:51 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**LEE GARNER, CHAIR OF TDC**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**