



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

**MINUTES**

**Regular Public Meeting  
August 19, 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  
David Knight, Midway Councilman (absent)  
Keith Dowdell, City of Quincy Commissioner (arrived late)  
Hemant Patel, Hotel Industry (excused absence)  
Gene Morgan, BOCC  
Sonya Burns, TDC Administrator  
Mary Kelly, Legacy Marketing  
Terry 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**

- **Delete Item 4 – TDC Nominee Discussion and BOCC Approval**
- **Add Item 4 – Miami Heat USA Today Information**

**UPON MOTION BY MR. THRO AND SECOND BY MR. MORGAN, THE COUNCIL VOTED 4 – 0, BY VOICE VOTE, TO AMEND AND APPROVE THE AGENDA BY DELETING ITEM # 4 (TDC NOMINEE DISCUSSION AND BOCC APPROVAL) AND MAKING ITEM # 4 (MIAMI HEAT PUBLICATION).**

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

(Lee Garner, TDC Chairman)

**UPON MOTION BY MR. MORGAN AND SECOND BY MR. THRO, THE COUNCIL VOTED 4 – 0, BY VOICE VOTE, TO APPROVE THE MINUTES OF JULY 15, 2013.**

*Keith Dowdell arrived at this juncture of the meeting.*

**2. Marketing Committee Update (Budget Discussion)**

(Matt Thro, Mary and Terry Kelly, Legacy Marketing)

Mary Kelly brought the Council up to speed; she said they are currently cleaning up the website up old information including blogs. She said they have had several meetings with the Ad Committee and the result of that were items that we were approved to work on such as video and billboards (we are waiting for approval). The video autography we have done an opening at the Art Gallery and interview with Grace Malloy, Director. We have done a lot of video in the Town Havana and the Chattahoochee Boat Race. We are collecting different aspects from these events to continue to move the project forward. She said they will have presentation at the next meeting. She also mentioned they are doing shoots at the Quincy Music Theatre, Gretna Casino, and Chattahoochee Nature Trails and have completed two magazine ads in the travel magazines. She disclosed she had made contact with various business owners around the County to try to help form groups in the different municipalities in order to gain some support for them in helping to develop a list of assets for the County that they will be promoting. They have been helpful in providing some concerns and feelings they had that could help bridge some community relations. She mentioned that she would meet with River Way South and they are looking to do similar things. She said she was still in need of contact information for all TDC members and City Managers.

Mr. Thro said Mrs. Kelly had tried to reach out to different municipalities, but some municipalities had not contacted Mrs. Kelly.

Mr. Morgan suggested they do one mass email with return and receipt as proof.

Mrs. Kelly asked was there anything specific to the budget or ad meeting that they wanted to discuss.

Mr. DuBree said they are still working from their previous discussion from funds from this budget year.

Mr. Thro asked where they still working out of this year's budget.

Mrs. Kelly said the video is from this budget year.

Mr. Dowdell asked for numbers for the billboards.

Mr. DuBree asked questions regarding the Riverway South.

Mrs. Kelly said they are trying to access not just the videos, we will share videos and they will share still shots.

Commissioner Holt mentioned kiosk the Council discussed earlier in the year. She also discussed something for citizens of the County to let them know what's going on in the County and away to solicit funds from the TDC, someway to advertise that TDC is here.

Mrs. Kelly said they need access to the people, a way to reach out to them.

Mr. Garner said they are trying to reach businesses, bring things to the county that would bring overnight stays so they could collect bed taxes.

Mr. Thro said it is on the agenda to work with the bed collectors to show them properly how to do the bed taxes they are collecting.

Charles Hayes, CRA Director noticed that they didn't mention the City of Quincy for any shoots and asked that they be added to list for contact.

Mrs. Kelly said they would like to shoot all municipalities and would exchange contact information with Mr. Hayes before leaving today.

Mr. DuBree asked was there anything else the TDC needs to do.

Ms. Kelly said the most important thing needed is contact information for the different municipalities and organizations and to make sure they are clear on FY13-14 Budget plans.

Mr. Garner said with the different municipalities across the dais they would help in making contact with the right people. He reiterated between meeting times the marketing committee was there for Mrs. Kelly to go to for advice on a lot of items.

### **3. Honoring the Life of Mrs. Patricia Elaine Fletcher Vice**

(Lee Garner, TDC Chairman)

Mr. Garner remarked on the life of Patricia Vice, that it was an honor to have her on the TDC and she would be missed. He mentioned a way to remember her would be by

donating personal funds to one of the charities that were listed in her obituary. He asked if any other Council member was interested to see him.

Mr. DuBree mentioned fond memories of Mrs. Vice as well. He said he too had planned on making a personal donation in her memory. He stated one of our Strategic Partners, is The West Gadsden Historical Society that she loved dearly. He said they could give something toward a project in her honor.

Mr. Morgan pointed out they would be honoring her memory at tomorrow's BCC meeting, August 20, 2013.

- ~~4. TDC Nominee Discussion and BOCC Approval (Lee Gardner, TDC Chairman & Gene Morgan, BOCC) - pulled from the agenda by request of Mr. Morgan~~

### **Awards and Presentations**

### **Marketing and Funding Request**

#### **1. University of Florida IFAS**

(Robert Knox, Vice President, Magnolia Society International)

Gary Knox, IFAS of Gadsden County, University of Florida asked for support for a coalition of art, science and garden organizations will hold an Art and Garden event that would occur on October 5, 2013 from 9 – 4 pm. He said this event would feature a range of activities for children and adults that will emphasize the relationship between Gadsden County's natural environment and the arts. It would have free access to all residents far and near to learn about art and gardening. The request is for radio advertising in the amount \$2,000 to market this event. He said they are anticipating 200 families that will shop, dine and buy fuel in the Quincy area. The goal is to attract visitors who leave the event with a positive impression of Gadsden County and who will look for other programs that lead to repeat visits which take advantage of the county's shopping, dining and outdoor activities.

Mr. Dowdell commented that it seemed as if it would be a great event for the community.

Mr. Morgan said he was thinking of ways to generate bed taxes for overnight stays.

Mr. Garner said that he wanted Mr. Knox to be aware of the guidelines. He voiced he would like to support to some extent.

Mr. Thro commented he believed the funds where that but it needs validation from Jeff Price, Budget Director.

Mr. DuBree asked when they would start radio announcements.

Mr. Thro proposed that they work with Mary of Legacy Marketing to find best way to advertise.

Mr. Thro motioned and it was seconded by Mr. Morgan to take \$2,000 from the marketing fund if there is money in the fund. It was later amended to the motion below that the funds come from the grant funds.

Mr. DuBree said this would come out of the grant function. He said it should be at least \$5,000 in grants.

Mr. Dowdell asked is it safe to approve without knowing how much.

Mr. Garner said pending what's in grants.

Mr. Dowdell inquired about incumbent procedures.

There were also questions regarding invoicing coming out this current year's budget.

Mrs. Burns said she would contact Mr. Knox with final invoice dates for this year's budget and copy Mary on emails.

**UPON MOTION BY MR. THRO AND SECOND BY MR. MORGAN, THE COUNCIL VOTED 5 – 0, TO APPROVE THE \$2,000 FOR THE UNIVERSITY OF FLORIDA IFAS, ART AND GARDEN DAY COMING FROM THE GRANT FUNDS FROM THE CURRENT YEAR BUDGET FY12-13.**

## **2. Gadsden County Board of County Commissioners**

(Stacey Hannigon, Administrative Asst. County Administrator Office)

Ms. Hannigon came before the Council to ask for funding for the 100<sup>th</sup> Anniversary Celebration of the 100<sup>th</sup> Anniversary of the Gadsden County Courthouse. The committee which includes the County staff and Board appointed representatives from our community is in the planning stages for the event and they are petitioning the TDC for \$5,000 to assist with the cost of print, radio and television advertising. The event will take place on November 22 (Adult Event) & 23(Community as whole), 2013.

Mr. DuBree asked when you would start advertising.

Ms. Hannigon said probably about 5-6 weeks out. She said the school system will also help get the word out with the students and parents. She spoke of the significance of being able to include the 100<sup>th</sup> Anniversary with the Viva Florida 500<sup>th</sup> Anniversary which they will link to the local Celebration.

Mr. Morgan asked how much are you requesting and how many people do you expect.

Ms. Hannigon replied she could not give a specific number due to not knowing how many people will attend based on weather and the time of year. She commented they are fortunate to have Joe Monroe on the Advisory Committee and they are hoping and pulling on architect's name Hal Hentz & Neil Reed that are widely known throughout the Atlanta area that it would draw other lovers of historic architect to join in with us on this celebration. She also mentioned they would be using the genealogy website to help with reaching out to others.

Mr. Garner said they should table until September 16 meeting.

Mr. Dowdell asked how far they are with planning.

Ms. Hannigon said all plans are tentative at this point.

Mrs. Burns stated she has talked with Ms. Hannigon and she is aware of marketing aspects needed.

Mr. Garner directed Ms. Hannigon to work with Mary and the Marketing Committee. It was tabled to the September 16, 2013 meeting.

### **3. Havana Merchants Association**

(Bob Lauthier, HMA)

Bob Lauthier, HMA, thanked Board for their support throughout the year. He then made his yearly request for funding for the FY13-14 Budget Year for the Pumpkin Fest in October at \$3,000, \$1,500 Lawnmower Parade and Festival in December and \$1,500 for Havana Day totaling \$6,000 for the Havana Merchants Association.

Mr. DuBree asked about survey information to go to the Council.

Mrs. Burns said they would start using Post Event Forms for events.

Mr. Lauthier said they spend \$5,000 - 6,000 outside of the 150 mile radius.

Mr. DuBree said it meets the criteria but how is the money spent. He said they should see some results given back.

Mrs. Holt mentioned that in the Strategic Plan long term events should be termed out. She asked about the legality of funding some events and not funding others. She again, mentioned advertising of TDC county-wide so other organizations would know about TDC. She said they all should be looking at bed taxes since that is how funds are generated.

Mr. Thro stated they have 2 pots of money grants and marketing fund. He said there are 3 Associations that have come back and deemed worthy of being placed in the budget.

Mr. Garner asked if they could do better in pinpointing bed nights.

**It was determined that a motion was not needed for this funding since it was already in the FY13-14 Budget.**

**4. City of Quincy (CRA)**

Mr. Charles Hayes, CRA Director

Charles Hayes, CRA Director for the City of Quincy greeted the Council and made his grant funding request for advertisement and marketing in the amount of \$9,000 for the weekend of August 31 (Front Porch Event); September 1 (Quincy Music Theater) - September 2 (Fantasia Concert) for the Labor Day Weekend Celebration. He said that they are advertising the event. He said their intent to make Quincy a destination event. He conveyed they had partner with the local bed and breakfast establishments in town as well as the local hotels out on Interstate 10. He stated they had pre-sold 36 rooms already for this weekend event. He said as the week grows closer they would probably have 60-80 rooms sold. They are anticipating 6,000 -10,000 participants at the concert. He said the impact from that weekend would be a little less than a ½ million from people coming into town. They are advertising currently in Panama City, Dothan, Albany and other areas.

Mr. Garner asked would they be charging admission to the concert.

Mr. Hayes replied they would be charging admission.

Mr. Thro said with the grant funding; only \$750 was paid out this year. He said that would make \$2,250 left in the budget.

Mrs. Burns replied yes, to the last event that was held by the City of Quincy, Mainstreet.

Mr. Garner said looking at the projection of beds, the eligible amount that he would be available for is about what's left in the budget for this year. He also asked Mr. Hayes had he made expenditures on marketing and advertisement.

Mr. Hayes replied they had. He said he missed the last meeting date. He said they started advertising on July 26 he believed with print, television, media and radio.

Mr. Thro asked for more detail as to where.

Mr. Hayes said they were in the Panama City, Dothan, Albany, Valdosta Thomasville and local Radio Stations. He said as for TV they are on cable stations.

Mr. Thro asked what percentage of your marketing dollars would have been outside that circle so far.

Mr. Hayes conveyed all the marketing dollars that they have spent and are spending with the exception of about \$2,000 - \$3,000 is locally and the rest is outside the 150 mile radius. He said their goal was to try to bring people from other places to Quincy.

Mr. DuBree asked when they started planning this project, to receive only two weeks away from the event.

Mr. Thro suggested they reach out to the Coordinators to help guide events and maximize the dollars.

Mr. DuBree asked that the TDC be linked or partnered to whatever they do through the egadsden website, which was one of the stipulations on the past event. He pointed out that never happened.

Mr. Thro motioned and it was second by Mr. Morgan that the remainder of the \$2,250 in the grant fund balances be given to the City of Quincy for their event.

Mr. Morgan then asked that funding come from out of the marketing funds

Mr. Dowdell asked what the TDC event fund was.

Mr. Garner said it was the County-Wide event that they have been planning to have and that was the money transferred back into reserve, so we would have more proportioned out in next year's budget. "He said it's that big Gadsden County event, whatever it is."

Mr. Thro said they had very little that was coming back and two meetings back they were getting to the end of the budget system. January and June were the months nothing was coming in for them to approve. "Per the Strategic Plan we can take the Reserve and dole that out over the next 5 years, so it increase the amount we could spend the following year. We didn't see that we had anything left coming in. I don't believe the grant was touched, which is why we can do these two things." He said the total budget for grants for the year is \$5,000.

Mr. DuBree said when the budget was originally created, that specific line item that you refer to as if we were to prepare and do what we call a signature event that would involve the whole county, something going on in all municipalities.

Mr. Dowdell asked what your general market was.

Mr. DuBree said it was targets that were specified on our strategic plan, which is business travelers, eco-tourism, etc.

Mr. Morgan asked why they couldn't fund \$2,000 grant dollars and \$4,000 out of marketing dollars. He said that was the only event that they have heard from today that has a definite number of room nights. He stated this is a new venue the City of Quincy is trying to promote.



He said he thought it would be healthy to fund this event. We fund Havana every year, Chattahoochee, which he fully agrees with. He said if the marketing dollars are there I move that we fund \$2,000 out of grants and \$4,000 out of marketing dollars.

Mr. Thro noted this was the budget before the transfer was made, not sure how much now.

Mr. Garner said he didn't know how much was left, but believed the money was available.

Mr. Thro stated he didn't believe they could go over \$5,000.

Mr. Dowdell asked about the incumbent process.

Mr. Thro said the problem is not when they do it and just when they need the money. He asked could they approve more than \$5,000 for one event without going to County.

Mr. Morgan amended his motion for \$2,000 out of grants and \$3,000 out of marketing fund.

**UPON MOTION BY MR. MORGAN AND MR. THRO, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, THE MOTION WAS AMENDED FOR \$2,000 OUT OF GRANTS AND \$3,000 OUT OF MARKETING FOR A TOTAL OF \$5,000 FROM THE FY12-13 BUDGET.**

Mr. Garner reminded Mr. Hayes that they must follow the guidelines and encouraged him to work with Mrs. Kelly of Legacy Marketing to make this a great event.

5. ~~City of Midway (Auburn Ford, City Manager)~~ – removed from agenda
6. **Miami Heat USA Today (Nathan Kean) - tabled**

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

Brenda Holt came before the Council to address her nominee for TDC (Clarence Jackson) to fill Peter Patel's seat.

Mr. Garner said it was being tabled by request of Mr. Morgan.

Mr. Morgan said his seat was Mrs. Vice seat and he asked that it be tabled.

Mr. Garner reminded all they must adhere to the Strategic Plan on how many people can serve and who they should be.

**Meeting(s)** (Upon Approval)

September 16, 2013 at 3:30pm  
November 18, 2013

**Conference Call**

Robert Skrob, Executive Director  
FADMO  
September 3, 2013 @ 2:00p.m.

Sonya explained as requested by Hemant Patel she contacted Mr. Skrob to have discussion on filing bed taxes properly. Sonya said she would email conference number for the above schedule conference call.

**Other TDC Business**

NONE

**\*Any TDC selected nominee/appointee will be approved at the discretion of the governing body. (Gadsden County Board of County Commissioners)\***

**Adjournment**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COMMISSION, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:35 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**LEE GARNER, TDC CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**