

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

**MINUTES  
Special Meeting  
March 3, 2014  
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**  
**Keith Dowdell, City of Quincy Commissioner**  
**Peter Patel, Hotel Industry**  
**Brenda Holt, BOCC**  
**Clarence Jackson, City of Gretna (absent)**  
**Sonya Burns, TDC Administrative Assistant**  
**Mary Kelly, Legacy Marketing (absent)**  
**Terry Kelly, Legacy Marketing**  
**Allara Gutcher, Planning Director**  
**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**

There were no amendments to the agenda.

**1. Legacy Marketing Contract Renewal (BOCC Recommendation)(Lee Garner, TDC Chairman)**

Sonya Burns said back in November the Council voted to extend for 6 months the Legacy Marketing Inc. She said she needed a recommendation for BOCC for renewal, contract would end on March 19.

Mr. Garner asked about back payments excluding retainer fees for Legacy.

Mr. Kelly said he had not received all back payments, but he was receiving the retainer fees.

Mr. Burns said they should be receiving the payments because they have been processed.

Mr. Garner entertained comments from the Council.

Mr. Garner asked would they be open to the same retainer of \$2,000 a month.

Mr. Kelly said he would like clarification on how they would get paid. The level of frustration is very high, would like clear communication.

Mrs. Holt said the contract should be bid. She said she would like to see all the products, the presentation.

Mr. Kelly said they would be open to do a recap of all they have covered this past year. He said they feel like they have been hamstrung almost to the point where they are hindered. He said they can't feel the long term goals.

Mr. DuBree commented on the items approved at the last meeting, did that help any.

Mr. Kelly discussed video pre-roll as a marketing standpoint.

Mr. Dowdell said that he needs to see what is being done. Are you willing to renew contract.

Mr. Kelly replied yes, but would like to work out issues.

Mr. Patel commented on his issues.

Mr. Kelly said it takes 6 – 8 months for payments to go through. The retainer goes through smoothly.

Mr. Dowdell questioned invoice #338/#409.

Mr. Kelly said they filmed the PumpkinFest and Pow-Wow. He said they charge to film the assets.

Mr. Thro said we asked them to film different assets throughout the County.

Mr. DuBree said they should outline what the \$2,000 covers. He then asked would it be easier for them to market and hires someone else to do every day things such as Facebook, etc.

Mr. Kelly said they could a'la carte some of these things. He said they are open to doing some core things.

Mr. Thro stated that they have faith in Legacy. He recommended they comment on the chart that was prepared by Allara for the next meeting on the 17<sup>th</sup>, by showing what has been done. "What's the final report, to see where they stand?"

Mr. Kelly stated that was not their strength, their strength was with the Marketing Plan.

*Mrs. Holt made a motion to bid the Legacy contract and it was seconded by Mr. Dowdell.*

Mr. Patel commented on number 6 of the contract "where it asks that the agency agree to maintain complete and accurate records of all activities performed on behalf of Gadsden County and will supply reasonable supporting documents and details as may be required by the TDC or its designee." and asked that be done.

Mr. DuBree asked would the bid stay the same, change or be modified.

Mrs. Gutcher recommended that the agreement be tweaked.

Mrs. Holt said she made the motion to be bid to get clarification, to produce a good job.

Mr. Kelly said to add more of our value he felt the agreement should be tweaked.

Sonya said a new RFP should be created.

Mrs. Gutcher discussed the County Attorney attending the meetings and added he just couldn't attend tonight.

Mr. Knight discussed the core values.

Mrs. Holt said one clarification she would like is what is the \$2,000 retainer fee for.

***Question was called by the Chair.***

**UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 4 – 3, BY VOICE POLLED VOTE BY THE CHAIR, TO APPROVE THAT THE TDC PUBLIC RELATIONS SERVICES CONTRACT BE BID. (Mr. Garner, Thro and DuBree opposed the motion.) Motion passed.**

Mr. Kelly commented they want to see Gadsden grow.

## **2. Approval of Legacy Invoices (Lee Garner, TDC Chairman)**

Sonya said all invoices have been reviewed and they need clarification on invoice #337. Documentation of what was paid is needed.

Mr. Kelly said on Invoice #337 it was for Backup Buddies. It helps with the website so information is retained if it goes down.

She commented she needed direction on the video, permission was given for them to them to do the Black History Parade, but it's only \$5,250 left out of the \$20,000 that they approved for video.

Mr. Kelly spoke the \$20,000 was from last year and it didn't have anything to do with this year.

Mrs. Burns clarified that the \$20,000 Mr. Kelly is referring to was approved in the Marketing Meeting. She said she only shows \$20,000 being approved once and it's only \$5,250 left in that account and she has double checked with Finance.

Mr. Patel asked how would the \$20,000 be dispersed through County Fiscal Year or how does it work with his contract.

Mr. Garner responded any approval goes along with the County Budget Year. He asked Mr. Price did he have the TDC budget. He asked about the \$20,000 that was approved from the Marketing Committee but, not the TDC saying it was probably one of the times they didn't have a quorum.

Mrs. Burns said it was never brought back to TDC to vote.

He said in the current budget was there a \$20,000 line item or was it part of the overall marketing at \$70,000.

Mr. Price said it was part of the overall marketing plan. It was \$20,000 for this year.

Mr. Garner said if he had that approval that was in this year's budget for the \$20,000.

Mr. Knight asked about line item for video production. He asked was there a separate line item. He said they simply need to move funds for the production of video. He asked why it couldn't come out of marketing since there was no line item for video production.

Mr. DuBree said there is \$5,250 left and approval was given for the shoot the Black History Parade. He asked did the parade cost more than what was remaining.

Mrs. Burns said they haven't received the invoice.

Mr. DuBree responded they may not have an issue if the parade didn't cost more than \$5,250.

Mrs. Burns clarified they have outstanding \$7,750.

Mr. Garner asked if they voted that they are giving them \$20,000 as part of the Marketing Video would that suffice Finance or would it have to go the Commission.

Mr. Dowdell said they need the County Attorney present at the meetings to answer questions that may arise.

Mr. Kelly said when they film they are collecting assets that can be used to promote the County or other events to bring in tourism.

Mr. DuBree clarified with Ron Sachs all media buys were separate.

Mr. Dowdell discussed the email from finance.

Mr. Kelly said they buy media from Havana that's it.

Sonya commented on invoice 432, she said since it wasn't voted on should not be approved.

Mr. Kelly said they could eat that one and would not as a learning experience.

Mr. Kelly said it takes 6-8 months.

Sonya said send all invoices to her and they will pay County bills instead of Legacy for proper billing.

Discussion for \$4300 for Invoice #408, \$3750 total \$8050 for the Ultimate Bash.

Mr. Kelly clarified it should only be the \$4,300 for Ultimate Bash

Mr. Garner said anything they need to vote on get it clarified and they would vote on the March 17 meeting.

Mrs. Holt said that clarification needs to be stated from this point forward.

It was decided this item would be looked at the March 17, 2014 meeting.

**3. Financial Policy/Procedures (Information to be provided) Connie McLendon, Finance Director (Tentative)**

Mrs. McLendon could not be in attendance, but would try to make the next meeting Mrs. Gutcher stated.

**4. Marketing and Funding Request Grace Malloy, Gadsden Art Center**

Mrs. Malloy was not present so the Marketing and Funding request for the Gadsden Art Center was not heard.

## **Upcoming Events for Marketing/Promotions**

No events were mentioned.

### **5. Staff Reports and Updates Allara Gutcher, Director of Planning and Community Development Visioning Session (Moderator) – Report**

Mrs. Gutcher briefly discussed trying to obtain a free moderator for the visioning of the Strategic Plan, so I contacted Jeff Hendry and he hasn't responded yet. I contacted Visit Florida Rebecca McLandingham, Executive Operations Representative she forwarded my request to Florida Destination of Marketing Organizations, Suzanne Hurst, Deputy Director, who then referred her to several consultants. She phoned some, but was hindered when she got a \$12-15,000 fee; most were out of an affordable price range.

Mr. Thro commented the director of marketing came into his shop; Mr. Phelps from Visit Florida would follow-up by the 17<sup>th</sup>.

Mrs. Gutcher discussed sending language to various hotels, which was discussed at the last meeting about having their business linked to the TDC webpage. She said with the help of Legacy that language was developed and sent out waiting on responses.

Mr. Kelly discussed the Mobile Application no cost at this point and mobile signage which they did bid out approximately \$71,000.

Mrs. Holt said that was not the kind of mobile signage she was referring to. She said she only wanted something that they could use at different events to direct people to other events, not something extravagant. She said her intention was only to let people know what was going on in the County.

Mr. Knight said she is referring to something similar to the message board.

Mrs. Gutcher also discussed the Logging/Visitor Report Form (will be mandatory, reimbursement will not happen until form is received.)

Mr. DuBree suggestion they add formula to the Lodging Form.

Mrs. Burns said the formula is actually on the application and would be posted on the County's website only during the time they are accepting applications.

Mrs. Holt asked why the application couldn't be left on the website.

Mrs. Burns commented they could leave the application up ongoing, but highlight the dates the application would be accepted.

Mrs. Gutcher commented they could amend the form every 6 months.

## **Sonya Burns, TDC Administrative Services Assistant, II**

This item would be taken up a later date.

- TDC Items of Discussion
  - a. Strategic Plan
  - b. Funding Cycles and Application/Approval Process
  - c. Post Event Reporting Forms and Requirements

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

No public comments.

## **Discussion Items by Council Members**

- Commissioner Brenda A. Holt commented on tourist coming into the County. She spoke of balancing out grants to towns. She said she had done a research on monies that had been received by the different entities and wanted other parts of the County developed as well. She asked that it be placed on next agenda.
- Commissioner David Knight had no additional comments.
- Commissioner Clarence Jackson had no additional comments.
- Commissioner Keith Dowdell had no additional comments.
- Councilman Lee Garner commented on the RiverWay South Tourism on April 4, 2014 at Chipola College. Sonya asked if they would like to attend, please let her know so she could register them.
- Councilman Peter Patel had no additional comments.
- Councilman Jeff DuBree discussed filling the additional position with a bed tax collector. He felt it should have more representation on the Council with how the state statute is written; it should have more people that rely on tourism as their lively hood.
- Councilman Matt Thro discussed civility among council members.

Terry Kelly asked about video they have already shot and when are they in getting paid. He said it was his understanding the funds weren't there.

Mr. Price said the money is there; the agreement was for \$20,000 for video production, of which they have spent \$15,000 and they have invoices for \$8-9,000 more. I think you need to approve more than the \$20,000.

Mr. Kelly said it was his understanding the \$20,000 was from last year.

Mrs. Gutcher clarified it wasn't \$20,000 per year it was \$20,000 per contact.

Mrs. Burns asked what the fee was for the Black History Parade it needed to be added, even though they haven't received the invoices.

Mr. Kelly replied the amount for the parade was around \$3,300 by the time it's edited.

Mr. Price said if you approve \$10,000 more for video production out the marketing fund.

*Mr. Garner asked for a motion to increase the video production by \$10,000 moving out of the marketing fund. It was motioned by Mr. Knight and second by Mr. Thro.*

*Mr. Dowdell asked where was the money coming from and spoke on approving things that they haven't seen.*

*Mr. Garner said the funds are in the budget and they are only moving funds.*

*Mr. Dowdell suggested they wait on the motion and allow Legacy to bring video.*

*The motion was never carried and was rescinded. It would be brought back before the Council at the March 17, 2014 TDC Meeting.*

Mr. Kelly said that on 17<sup>th</sup> they would bring video for viewing.

Mr. Garner directed Mr. Price and Sonya to work together on video funding issues.

### **Meeting(s)**

March 17, 2014 @ 3:30 P.M.

May 19, 2014 @ 3:30 P.M.

### **Upcoming Events**

Florida Tourism Day 2014 – March 12, 2014 (**Gutcher, Patel, Jackson, Knight**)

#### **RSVP**

Registration closes March 5

**Fee:** \$35 to attend before March 5 \$45 on-site registrations on March 12



**Adjournment**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR  
ADJOURNED THE MEETING AT 5:28 P.M.**

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**LEE GARNER, TDC CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**