

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

**MINUTES
Regular Meeting
March 17, 2014
3:30 p.m.**

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 (absent)
Brenda Holt, BOCC
Clarence Jackson, City of Gretna (absent)
Attorney David Weiss, County Attorney
Sonya Burns, TDC Administrative Assistant
Mary Kelly, Legacy Marketing
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: To add March 3, 2014 Minutes under # 1

Amendment to Agenda to add: March 3, 2014 (Special Meeting) Minutes

UPON MOTION BY MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL TO AMEND THE AGENDA TO ADD THE MARCH 3, 2014 SPECIAL MEETING MINUTES.

1. **Approval of Minutes (Special Meeting Minutes) – (Lee Garner, TDC Chairman)**

▪ **February 10, 2014 – Special Meeting**

UPON MOTION BY MR. THRO AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE FEBRUARY 10, 2014 SPECIAL MEETING MINUTES WITH NECESSARY CORRECTIONS.

▪ **March 3, 2014 – Special Meeting**

UPON MOTION BY MR. THRO AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF MARCH 3, 2014 SPECIAL MEETING MINUTES WITH NECESSARY CORRECTIONS.

2. **Budget Update and Review (Jeff Price, Budget Analyst)**

Mr. Price said looking at revenue, its 2 months behind and 3 months are provided and it's picking up as it should. On the expense page 1, he discussed the 2 retainers, won't show on here they were not paid in February, but in March. They will show next month.

Mr. Garner asked about outstanding invoices.

Mr. Kelly said taking the \$4,000 off for the retainer leaves the Black History Parade at \$3,250 is only thing left.

Mrs. Burns commented she hadn't received the invoice for the Black History Parade.

Mr. Garner asked for a moment of silence given for Terry Kelly in the passing of his mom.

Mr. Dowdell asked did the Black History Parade fall under the contract.

Mr. Garner asked did they need to approve the \$3,250 expense for the Black History Parade.

Mrs. Burns said yes and added at the last meeting they voted to increase the video production by \$10,000 the motion was never carried and was rescinded. She said it was suppose to be brought up at this meeting.

Mr. Dowdell pointed out they have to get out of the business of telling Legacy to go do something and they do it and then they do it and submit invoice, but it was never approved by the Council. He said once Finance looks at the minutes and see it was never approved they will send it back.

Mrs. Burns said at the direction of this Council they did advise Mr. Kelly to video the Black History Parade, but it has not been reviewed by the Council.

Mr. Garner stated they would like at the presentation from Legacy which includes the Black History Parade and then make their decisions.

Mr. DuBree said if you have asked a vendor to do activity and they have expenses they will accrue, I think we should approve funding up front. It needs to be clarified.

3. Marketing Reports and Video Review (Material to be provided) (Terry and Mary Kelly, Legacy Marketing Firm, Inc.)

Mrs. Kelly gave a walkthrough of the last 10 months of service. She gave explanation on collecting assets versus the final product. She said, "the easiest way for me to explain, you have a child that's getting married and you call a photographer and they say I will come and take all these pictures at your child's wedding, you meet with them and tell them the shots you like and tell them the things you want done, they show up and take all the pictures, then they come back and say here are all these beautiful pictures, it's going to cost these much money for these many pictures or minutes of video. If you want it on a slide show with music behind it, we can do that to create a movie and that's this much money." She explained that was a different way for them to understand the difference between the actual video tapping and collection of what they do versus the editing portion. She said in their case they are trying to capture the images so that when they do print ads and other things we don't have to spend more money to take actual photographs for something, we can utilize those funds the same way. She then presented a video PowerPoint on marketing reports overview.

Mrs. Holt inquired about brochures.

Mrs. Kelly said they have not done brochures.

Mr. Thro asked Mrs. Kelly the process of video assets.

Mrs. Kelly explained the process, she said a day before they meet with the lead people, video tape the next day, after the video is collected you go through and get the best shots, you take and build a story line, narration, music. For parades it's different you can pretty much just show up a couple of hours before the event starts. It's a lot work into it.

Mr. Dowdell asked about the website and calendar of events and target market.

Mrs. Kelly said it is nice, but trying to get people to visit the website is an issue. Target Market was never approved.

Mrs. Kelly showed different video assets.

Mrs. Holt suggested they allow the video's to play before meetings, they are full of people.

Mrs. Kelly said part of their vision as a whole is to go into each of the municipalities. She said by utilizing through video storytelling is what they do best.

Mr. Knight questioned the cost of showing video in New York.

Mrs. Kelly said running TV campaigns, may be out, but we can do is video pre-roll.

Mr. Dowdell gave Legacy praise, great work. He added this was what he was looking for.

Mrs. Kelly thanked him. She said knowing that they understand the process things will run a lot smoother. She asked about permission to shoot the art show's big event.

Mrs. Burns pointed out their contract has expired.

Mr. Dowdell said if they voted to approve the funding for art show, we can't keep going because we won't have the money.

Mrs. Kelly that type of stuff will benefit county, they don't recommended shooting every piece. We try to do assets that will give you exposure, multiple things in video.

Mr. Dowdell said as the different municipalities they need to come up with lists of things they would like covered.

Mr. Knight said that should be at Legacy's discretion to know what would draw the visitor's to Gadsden County.

Mr. Garner said that they should not be nickel and diming; it's time to get a marketing plan and spend the money on quality events.

Mr. Dowdell said the contract needs to be bid out to ensure the County's is being represented at its best.

Mrs. Holt said once it's done when you review. You must check the end product.

Mr. Thro asked what image and message is important that we show the people that we are targeting. He said they should approve a model.

Mr. DuBree said when the Strategic Plan was written it was suppose to focus on the different target markets; majority of tax revenue is tied to the everyday visitor and no events.

Mrs. Burns said that she has spoke to purchasing about RFP. She said she needs recommendation from Council, any recommendations of firm or person, and approval from BOCC.

Mrs. Holt asked what on the contract didn't work.

Mr. Garner said it was the approval process, more than anything else. He said he didn't feel it was much wrong with the contract. He said a better procedure is needed.

Mrs. Burns asked that they email suggestions to her by the 1st of next week.

Mr. Kelly said they are still down \$19,000 in payments for video.

Mrs. Burns said she has total of \$12,000, minus the Ultimate Fighting Tigers amount.

Mr. Thro said they should make a recommendation on this contract.

Connie McClendon, Finance Director came before the Board and added they needed to award more money to video. \$11,105 for video, Pow – Wow at \$2,000, Pumpkin Fest at \$2,000, Ultimate Bash at \$3,750 and the Black History Parade at \$3,750.

Mrs. Burns asked that they add the additional \$6,105.00 to cover video.

UPON MOTION BY MR. KNIGHT AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO ADD \$6,105.00 TO MARKETING TO COVER LEGACY MARKETING.

4. Municipality Funding Discussion/Approval (Commissioner Brenda Holt)

Mrs. Holt said her reason for asking for discussion on the municipality funding is she would like to pull those non active towns in for tourism. She said they still would need to come and apply.

Mr. Garner said that needs to be something that they include in budget preparations. He asked the County Attorney could they earmark for communities/municipalities based on the statute.

Attorney Weiss said he couldn't answer the question, but would look into it.

Mr. Holt said it was done for Havana, and her point was you can't single out one municipality.

Attorney Weiss said most events have an application process and if you get in prior it will be included in the budget process.

Mr. Thro said he agrees with educating people of the process, in supporting of getting more people here.

Mr. Garner said this needs to be a part of the budget process.

Mr. Price said it should be included in projective budget process. He said he and Sonya would work on it and bring back to the Council at the next meeting.

Mr. Thro asked did he need to abstain from voting, since it involved Havana.

Mrs. McClendon said if it's involving Havana Merchants, you should abstain.

5. Finance Policy/Procedure (Tentative) (Nicholas Thomas/Connie McLendon, Clerk of Courts)

Connie McLendon came before the Council. She stated their events must produce a bed tax. She said they have kind of dropped the ball on that information, but previously approved a financial document and guideline (Strategic Plan) that spells out exactly how awards can be given to the event planners by doing so it should alleviate some of issues with the finances. She explained, "a lot of times she ask for things and people think that she is picking, yes I'm picking but I'm protecting as I'm picking." She said she was trying to protect them as the TDC and as well as the BOCC, because this is tax based dollars that was voted on by your citizens and because of that it has to be protected; there are specific things it can be spent on and a very special way it can be spent. She said she was unsure what the Strategic Plan was with percentages allocated, but she stated she did meet with staff and they discussed 7 different issues that they need to clearly identify. She asked that when they do their event planning if they could identify what they are counting as Marketing and Grants, so we would know what administration cost would be. She said money should be placed under those subsections, so I know that videos are marketing or this is new program so it's going to be a grant. Revamp Strategic Plan with percentages and infrastructure. We need a clear understanding of what that is. She asked if they would establish policies on what constitutes a grant versus what is a promotional marketing item. Educate receivers on the process, how to request fund reimbursements per the financial guidelines that you have already approved. Incorporate a plan to have vendors in line prior to the final budget process. She said the last thing she would like to cover is in house as it relates to Strategic Plan. She commented on their contract with the Marketing Firm not being very clear and suggested that a more precise contract was needed. It did not spell out specifically what you wanted them to do and the dollar amount you were allocating. She pointed out Legacy being our County Marketing Firm and doing marketing work for another one of the towns, our concern was it looked like double dipping, because of how the contract was written and it caused some issues. We have addressed it and it has been resolved. She reminded them in the future if they do a contract with another marketing firm, you very clearly spell out what you want them to do and allocate the dollars remembering to stay within the Strategic Plan. Mrs. McClendon said she was not trying to be the ogre, but she has to answer to the auditors and ultimately the public. We need to careful to protect everyone involved and do the right thing. They need to generate bed taxes and in your financial plan it indicates that must provide proof of bed tax generation and I haven't been receiving that.

Mrs. Holt asked that proposal be emailed to Council.

Mr. DuBree asked how far off the administration portion was. He said he thought it was 10%.

Mrs. McClendon said she was not sure, but she had talked to staff about it and they were off a little, but would work to straighten that out. She said with payroll when can do a journal entry to re-class it out to another department within the county, back to Sonya's original department. I can't fix grants and marketing once the awards have been allocated.

Mr. Thro commented he was one of the ones with frustration from the Finance Department. He apologized and thanked Mrs. McClendon for all her input.

Mrs. McClendon said that he was good and they are all clear.

Mrs. Holt said the suggestions given by Mrs. McClendon were great when considering the RFP.

Marketing and Funding Request

Major Shawn Woods of Gadsden County Sheriff Office commented on the 3rd Annual Rural County Summit on July 9-12, 2014. He said it has grown and is one of the best kept secrets and its right here in Gadsden County. He said they will have the Community Disaster & Emergency Responses – Boulder County; Colorado, Moore; Oklahoma, Yarnell Hill, Arizona; West, Texas, Blue Ribbon Fire in North Florida, Volunteer Session, and Hospitality Event. Targeting Leadership from all over. The request is for \$1,500. Bed nights that will be generated are about 150 bed nights. We have a problem with transportation; the participants don't want to have a great time in the state vehicles. He added advertising would be grand and would reach the masses 5-10,000 would see the email. "I'm looking for advice and direction."

Mr. Garner said this is how you showcase the County.

Major Wood, said transportation is major and they don't have it yet.

Mr. DuBree suggested they schedule a speaker that could discuss the assets of the County.

Mr. Thro said a package with TDC to get a sponsor and asked for a certain amount.

Mrs. Holt said they should have things lined up for families.

Mr. Dowdell said this event is just what the TDC needs.

Mrs. Holt said this is perfect for TDC.

Mr. Dowdell suggested they get teams from all municipalities and businesses to make sure everything is covered.

Mr. Thro asked how TDC could do this.

Mr. Garner said this is a event that the TDC could sponsor.

There was discussion on how transportation could be provided for the participants to the outlying places in Gadsden County for entertainment proposes.

Attorney Weiss said transportation probably isn't reversible expense. He reminded them of the statutes and sunshine rules.

Consensus was they want to assist and encouraged a scheduled meeting of the minds (roundtable) as soon as possible.

Riverchase Nursing Home

Sonya commented that Linda Blackshear, Riverchase Care Center came before the Council previously at the January Meeting, but meeting ran long and she was unable to be heard. Her representative is here today and she asked the Council if they would hear their application request.

Rosalyn Florence spoke on behalf of Riverchase speaking on Health Fair and Fun Day called the Celebration of LIFE on March 29, 2014 at James A. Shanks Middle School. They are collaborating with the Gadsden Health Council and the School Board to provide this event for impacting the quality of life for Gadsden County and surrounding areas.

Mr. Thro asked had she contacted such entities as Bond Community to help with this event.

Mrs. Florence said she has and Bond will have their mobile unit there.

Mr. Thro said that he didn't think this met TDC qualifications, but he personally offered to assist with the event.

Mrs. Holt asked have they invited people from out of town.

Mrs. Florence said yes they have.

Mr. DuBree said looking at the expense list we were just asked by the Finance Director to educate people on the process. He said he was not sure this request would qualify.

UPON MOTION BY MR. DOWDELL AND SECOND BY MR. HOLT, FOR APPROVAL OF RIVERCHASE FUNDING FOR \$1,500 AND THEY MUST FOLLOW THE GUIDELINES OF THE STRATEGIC PLAN BEFORE DISBURSEMENT.

Upcoming Events for Marketing/Promotions

All Members

Staff Reports and Updates

Allara Gutcher, Director of Planning and Community Development

- Visioning Session (Moderator) – Update

Mrs. Gutcher informed the Council she did find someone for the visioning session that could do it at no cost. She asked them to think about some dates and they would prefer to do it over two different days.

Mr. Garner said April 21 and May 5, 2014 would be his suggestions if she is available for meeting dates.

Attorney Weiss commented he is glad to see they are updating Strategic Plan to make it clear. He said they are headed in the right direction with the visioning sessions.

Mrs. Holt asked Attorney Weiss asked if he could check and see what infrastructure funds could be used for.

Attorney Weiss said reimbursable expenses are advertising and promotional expenses.

Mr. DuBree said infrastructure would be signs and fixing boat ramps, etc.

Mrs. Holt asked that they check and is there anything they can do to assist Major Wood with his Summit that would be showcasing Gadsden County.

Mr. Garner asked staff to check bylaws for election of officers and give update at next meeting.

Sonya Burns, TDC Administrative Services Assistant, II

- TDC Items of Discussion
 - a. Post Event Reporting Forms and Requirements (**Revised**)

She said the formula has been added and forms are now revised.
 - b. RFP (Marketing Firm) Update

She with the RFP they have discussed and she would provide previous RFP for suggestions and comments. She said staff would go over budget and send the Council a copy, so changes can be made. Need suggestion for all for RFP so they all can be on one accord.
 - c. TDC Vacancy (**Tax Collector**)

Sonya said the previous position was held by Hemant Patel local hotel owner. She said she contacted Gary from Best Western, but he is not a resident of Gadsden County. I then contacted Alca Patel, who has served previously and said will think about it and get back with me by the end of week.

Mr. Knight said he would check with Comfort Inn Suites and would get with them.

Mr. DuBree added that it didn't necessarily have to be the owner it could also be the general manager or significant employee of the hotel, but they must live in Gadsden County.

Mr. Thro mentioned the Bed & Breakfast in Havana and would get back with information on if she qualifies.

Mrs. Holt asked Mr. Weiss could he check and see if they could work at the same facility where someone that serves on the Council as bed tax collector already works.

Attorney Weiss commented the problem he could see with that is you're only collecting one bed tax.

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

Grace Malloy Robinson of the Gadsden Art Center thanked the Council for the marketing funds from last year. She said they have been doing ongoing marketing campaign for their exhibitions and openings. She said at what they have learned is they are drawing visitors from far away, a lot of people from Canada, New York, New Jersey and a steady stream of visitors from Panama City Beach, etc. She encouraged the Council to come next Friday night, March 28, 2014 for the Master Works on the Move Exhibition and because of the representation that has been fueled by the marketing the TDC has help establish they have been able to bring a show that a much larger museum would do. She said due to the economy there are not other venues near bring that kind of show. She noted it would probably be largest opening in their history.

Mr. Garner suggested she speak with Pam Fuqua, TDC Director from Jackson County, maybe they could assist with gallery visits they have buses with the Canadians tours.

Mrs. Robinson also pointed out the short video previously shown by Legacy Marketing would be a great addition linked to their website and other organizations.

Discussion Items by Council Members

No additional comments were heard by Council members.

Meeting(s)

May 19, 2014 @ 3:30 P.M. – next regular meeting

Upcoming Events

Rural Tourism & Economic Development Summit – Friday, April 4, 2014

Fee: \$30 Registration per person (A. Gutcher)

ADJOURNMENT

**THERE BEING FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR ADJOURNED
THE MEETING AT 6:30 P.M.**

LEE GARNER, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK