



GADSDEN COUNTY  
BOARD OF COUNTY COMMISSIONERS  
Edward J. BUTLER GOVERNMENTAL COMPLEX BUILDING

**Tourist Development Council & Gadsden County Sherriff Office  
Joint Meeting Minutes**

**Thursday, April 10, 2014  
3:30p.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 (absent)  
David Knight, Midway Councilman  
Keith Dowdell, City of Quincy Commissioner  
Peter Patel, Hotel Industry  
Brenda Holt, BOCC  
Clarence Jackson, City of Gretna  
Attorney David Weiss, County Attorney  
Sonya Burns, TDC Administrative Assistant  
Allara Gutcher, Planning Director  
Beryl Wood, Deputy Clerk

**Present:**

Major Shawn Wood  
Tashonda Whaley

**1. PLEDGE OF ALLEGIANCE/ROLL CALL**

Lee Garner, Chairman of TDC called the meeting to order at 3:30p.m. and then led in the Pledge of Allegiance.

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

**2. AMENDMENT AND APPROVAL OF AGENDA**

Mrs. Holt questioned additions to the called the meeting.

Mr. Garner recalled that this was only the second called meeting that they have had, he wasn't sure about amendments to the agenda. He said it was his opinion that in called meetings you address what's on the agenda.

**3. BUDGET UPDATE (Jeff Price, Budget Analyst)**

Mr. Price gave an update on the budget. He said they have statements through March and have paid all the bills that were discussed at the last meeting for Legacy. He said they still have about \$92,679 to do additional items within the Tourist Development Council within the next few months.

Mr. Garner commented if they had information breakouts like this at all meetings it would be beneficial.

Mr. Dowdell inquired about numbers in parenthesis.

Mr. Price said that's what they expended.

Mr. Dowdell inquired on salaries was that \$2,429 over expenses.

Mr. Price responded that was what they actually cut the check for. He explained they have the budget for \$4,627 for 6 months and they expended \$2,429 leaving a balance of \$2,198.

Mr. Dowdell asked was this the adjustment they made at the last meeting.

Mr. Price said they made all the payments to Legacy and all others that were approved at the last meeting.

Mr. Dowdell then called his attention to the Tourist Coordinator. He said under variances there was a negative \$12,000.

Mr. Price said that was correct. In March they spent \$6,000, those where the 6 months they talked about and it was approved that they pay them \$12,000.

Mr. Dowdell asked was the \$12,000 in deficit.

Mr. Price apologized and stated it should be there. He also said it occurred on the one below Legacy Marketing contract clause for markups - \$6,000. He said it was the formulas that carried over. It should be the Total Contractual Services which is correct \$52,500 with an ending variance of \$25,045.

Mrs. Holt pointed out on the Revenue Budget Report under 120-37000001 and asked was it correct.

Mr. Price said it was 5% estimated and it was ok.

Mr. Garner responded those that know accounting, know they have it there as a budgeted item, that is money that would be adjusted at the end of the budget year to make it 5% to go into next year's fund balance equity.

Mr. Price said that was correct it's the 5% we anticipate receiving the 95%.

Mr. Garner stated the \$5,520 is what we estimated would be coming in.

Mr. Price said it doesn't need to be in parenthesis.

Mr. Garner explained so all could get a grasp, they are estimating a budget of a \$160,000 a year. He said they have spent \$67,321 with a balance of \$92,679.

Mr. Dowdell inquired under Promotional Activities they have a total of \$27,862.

Mr. Price said that was correct.

**4. ITEMS OF DISCUSSION**

**a. 3<sup>rd</sup> Annual Rural County Summit-Community Disaster & Emergency Response  
(Gadsden County Sheriff Dept. Major Shawn Woods)**

Major Shawn Wood came before the Council on the 3<sup>rd</sup> Annual Rural County Summit, Community Disaster & Emergency Response on the dates of July 9-11, 2014. He gave a detailed PowerPoint which explained who all would present for the Summit. He also gave a synopsis of potential target people.

Mrs. Holt said she was interested in keeping as many dollars as possible in the County. She expressed the importance of transportation where they would choose where they would like to go, rotate, so other vendors can get in on this event.

Major Wood said normally they send out flyers on who you call at past events he has attended. He said this year they would send an email saying thank you for supporting the rural county summit and hopefully include a number where participants and their families can call to find out where things are in the County or the local happenings. He said his intention is to lay out things they would need to know. He said it would be beneficial to have the TDC help to put this event on.

Mrs. Holt said that's where the TDC comes in to help give you that support when an event is coming up. She said information needs to be given to the hotels. She also stated she was in favor of the Summit participants circulating to other venues.

Mr. Garner said there focus should be showcasing Gadsden County.

Mrs. Holt we need to focus on how to keep dollars in Gadsden County.

Mr. Dowdell said there are 2 things that they need to know. He asked Mr. Wood what is that you want the TDC to do. We need to decide if we are going to take this on for the County to plan this activity for the Rural Summit. He suggested an agency that specializes in this type of event.

Major Wood said the educational component nothing, but he needs activities lined up for the families and the after 5pm transportation are the two most important facets to bring the entire Summit together.

Mr. Patel said do you have any fixed places. We need to know to calculate prices.

Mr. Dowdell suggested they put out an RFP. He said what Major Wood had planned was great for his program participants that would be speaking, but for all others he said TDC would take that opportunity and showcase the County.

Mr. Jackson said when you talk about transportation, getting people around. He said the simplest thing to do would be brochures showing people what we have to offer. He asked was that was something they wanted a brochure.

Major Wood said yes.

Mrs. Holt said Mr. Dowdell was correct, brochure and help organize the transportation.

Mr. Garner asked the County Attorney how we can finance something through the TDC.

Attorney Weiss stated, "I'm concerned about the transportation piece of this." He said he understood talking the county up. He said he was not sure if transportation is an authorized expenditure with the statute. There may be a problem with spending public dollars on transportation. He said he has researched, but is not sure transportation fits. He said if it's tangible that's different.

Mrs. Holt said she is trying to find a way to do what needs to be done.

Mr. Dowdell said all they are providing is a service to help promote the County.

Attorney Weiss said if the sponsorship is something besides transportation he thought it was fine.

Mr. Patel commented on joint event with TDC and the Sheriff's Office.

Mrs. Holt asked about the grant, to say to provide transportation to the people in the hotels. To promote tourism in the County.

Attorney Weiss still voiced concerned about transportation portion coming from TDC.

Mr. Dowdell said under contractual services it would not exclude transportation.

Mr. Thro said if it's a grey area. There is a way you can spend. He suggested they help support the event with our logo, drive traffic to website, have a booth set up at the event, etc. He asked the Attorney could they take money and pay for part of the event, not pay directly and transportation still be a part of the event, but not necessarily with funds from TDC.

Attorney Weiss said they way funding works it's on reimbursement. He said if sponsorship dollars are going toward something other than transportation that's fine.

Mr. Patel voiced it would be a joint venture between the Sheriff's Office and TDC.

Mrs. Holt said they need to get a catalog in the area, which displays what the County has to offer.

Mr. Garner asked did they have any event planners in the area. He asked the Attorney under what conditions could they send out RFP.

Attorney Weiss said it would be appropriate to develop an RFP for advertising.

Sonya said her and Tashonda would work together on RFP along with Mr. Lawson.

Mr. Garner said could they have a special meeting on the RFP.

Mrs. Gutcher said they can advertise in the Tallahassee Democrat.

Sonya commented they had come up with the idea of doing an RFP on tours of Gadsden County during the Gadsden County Sheriff's Rural County Summit. She said on the 21<sup>st</sup> they could conduct a short business meeting approving RFP starting at 3:00pm.

Mr. Thro asked was he allowed to vote for this motion since; his fiancé is the advertising director for the Tallahassee Democrat.

Attorney Weiss responded yes and that it in no way would benefit him.

**UPON MOTION BY MR. DOWDELL AND SECOND BY MR. PATEL, THE COUNCIL VOTED 7-0, BY VOICE VOTE, TO GIVE SONYA, TASHONDA AND MAJOR WOOD PERMISSION TO PREPARE AN RFP AND COME BACK TO US FOR APPROVAL ON APRIL 21, 2014. ADVERTISE THE RFP IN THE TALLAHASSEE DEMOCRAT AND TO GET WITH THE PROCUREMENT DEPARTMENT AND AUTHORIZE THEM TO WORK ON BROCHURE THAT WOULD HAVE THE TDC LOGO.**

Attorney Weiss clarified they are discussing doing a TDC event not grants program.

Major Wood said he would hand the TDC the ball, but would continue to work on private funding for transportation.

Mr. Patel asked did he have a rate for hotels. You can get support on room nights.

Mrs. Sonya said she would provide the tracking information.

Mr. Knight inquired about rooms.

Major Wood said probably about minimum 100 – 150 rooms booked at the Quincy exit. He said there was a good chance there would be overflow to hotels in Midway.

## **5. PUBLIC COMMENTS**

### **Mother's Day Weekend Concert and Festivities**

Carolyn Ford commented on her Mother's Day Festival on May 10, 2014. She said they are expecting a lot of people from all around. She is seeking help with promotions and a grant to help with expenses. She said T-Shaw will be helping and Freddie Jackson is the main star of the event.

Dexter Allen commented they will have 25-30 hotel rooms booked. He said it's a major event for the area and asked for the TDC's support.

Mrs. Holt asked could this be added to the April 21, 2014 at 3:00pm meeting.

Mrs. Gutcher asked about the visioning session being set for the April 21, 2014 and asked for an additional date as well. The consensus was May 12, 2014.

- April 21, 2014 at 3:00p.m and 3:30p.m. Visioning Session
- May 12, 2014 (2<sup>nd</sup> part of Visioning Session)

**6. ADJOURNMENT**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:52 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**LEE GARNER, CHAIR – TDC**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**