

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

**MINUTES  
Special Meeting  
April 21, 2014  
3:00 p.m.**

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**Present:**

Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector (excused absence)  
Matt Thro, Vice – Chair of TDC, H & H Furniture  
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector Lake Talquin (arrived late)  
David Knight, Midway Councilman  
Keith Dowdell, City of Quincy Commissioner  
Peter Patel, Hotel Industry (arrived late)  
Clarence Jackson, City of Gretna  
Brenda Holt, BOCC  
Attorney David Weiss, County Attorney  
Sonya Burns, TDC Administrative Assistant  
Allara Gutcher, Planning Director  
Beryl Wood, Deputy Clerk

**Pledge of Allegiance and Roll Call**

Matt Thro, Vice - Chairman of TDC called the meeting to order at 3:00p.m. and then led in the Pledge of Allegiance.

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

**Amendments and Approval of Agenda**

**UPON MOTION BY MR. JACKSON AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.**

**1. Discussion of Legacy Marketing-Rehire (Matt Thro, TDC Vice Chairman)**

Mr. Thro said he asked that Legacy Marketing be placed on the agenda for discussion. He acknowledged they are in the process of doing an RFP for a new coordinator. In the mean time he said Legacy is a few months out from finishing this process of filming for the fishing season. He felt it needed to be addressed to get a recommendation to continue for 3 months to film a small bit of video around Lake Talquin and actually finish the production. They have the advertising package ready to roll.

Mrs. Sonya explained TDC could give a recommendation to the BOCC and they will decide.

Mrs. Holt asked when Legacy was hired.

Mrs. Sonya said last year March 2013.

Mr. Dowdell asked how much would it cost?

Mr. Jackson clarified, are you asking for approval for them to come back as the Marketing Agency for TDC.

Mrs. Holt asked had they not done a production video. Where is the product?

Mr. Thro said they have hours ready to roll for football season.

Mrs. Holt said the finished product should come before BOCC on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month for approval. She also suggested viewing the videos publically before each of these meetings would be beneficial. She said if needed, they could have additionally meetings to get Legacy approved and back in a contract, if that is the will of the Council. She said her initial problem was with the time span. What will the product be?

Mr. Thro said this is the season they missed last year during the hiring process. We paid for a lot filming and assets collection.

Mrs. Sonya said she has started on the RFP but she has not received the 5 things they are looking for from any of the TDC members.

Mr. Dowdell said the word rehire bothers him.

Mr. Thro said that is the wrong word.

Mr. Dowdell said he would like Legacy to come and present to the Council, something like a proposal: What they should present is, how much would it cost up front; what they will produce and what we will see at the end of the contract.

Mrs. Holt asked if Legacy had some things in hand.

Mr. Jackson said it would be beneficial if they came to the Council with a proposal.

Mrs. Gutcher said they have raw and finished products.

Mr. DuBree said the main fishing season is winding down; maybe they should focus their attention on something else.

Mr. Thro said they had talked about video pre-roll and doing it to target different people.

Mr. Patel inquired about one final video to go on website. "What are we getting for \$40,000?"

Mrs. Sonya said she had one video, the Black History Parade.

Mrs. Gutcher said she had several video recordings Legacy had provided to her.

Mr. Thro asked were there any deliverables Legacy had not completed.

Mr. Dowdell suggested they table this item until the next meeting or until a proposal is brought back by Legacy.

**UPON MOTION BY MR. DOWDELL AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO TABLE THE DISCUSSION OF LEGACY MARKETING – REHIRE TO THE NEXT MEETING.**

1. **3<sup>rd</sup> Annual Rural County Summit-Community Disaster & Emergency Response (RFP-Tour of Gadsden County) (Sonya Burns, TDC Administrative Assistant) (TaShonda Whaley, Gadsden County Sheriff Department)**

Mrs. Sonya introduced the above item and provided a draft. She requested the Council to make a recommendation. “We can’t provide funds for transportation, only marketing, advertising or the hiring of an event planner. TDC as a whole can sponsor “Tour of Gadsden” and provide trolley services.” It would coincide the same dates as the summit, but TDC would sponsor it.

Mr. DuBree said it would be a direct payment from the TDC.

Mrs. Holt stated they could advertise on those vehicles.

Mr. Thro directed the Council to review the RFQ for the Tour of Gadsden or he suggested TDC sponsor the event as a whole. He feels the most suitable route would be for the Sheriff’s Department to handle the event and the TDC to sponsor the whole event. This would provide TDC with the opportunity to advertise everything.

Mrs. Sonya said she needed a recommendation to a RFP or RFQ for trolley services for the “Tour of Gadsden”.

**UPON MOTION BY MR. DOWDELL AND SECOND BY MR. HOLT, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO SOLICIT AN RFQ FOR SUB TROLLEY SERVICES FOR THE TOUR OF GADSDEN COUNTY FOR THE 3<sup>RD</sup> ANNUAL RURAL COUNTY SUMMIT – COMMUNITY DISASTER AND EMERGENCY RESPONSE.**

**Marketing and Funding Request**

2. **Carolyn Ford, North Florida Educational Development Corporation (NFEDC)-Mother’s Day Weekend Concert and Festivities**

Carolyn Ford, NFEDC, came before the Council last week requesting approval of a Mother's Day Weekend Concert and Festivities. The Council had requested Mrs. Ford return before the Council. She said the NFEDC is asking for \$3940.00 for promotion and advertising of a Mother's Day Concert featuring the Intruders, T-Shaw, and Freddie Jackson on May 10, 2014 at Tanyard Creek.

Mrs. Sonya said they were approved for a previous event held December 6-7, 2013 in the amount of \$2,500 for the Big Bend Cultural and Diversity Harvest Festival at Tanyard Creek. She explained NFEDC met all the requirements.

Mr. Patel confirmed hotel rooms had been booked for this event.

Mr. DuBree commented based on the application wording the maximum grant could only be \$2500.

Mr. Dowdell pointed out it also stated the Council will consider.

Mr. Jackson said can they work out the legal boundaries.

Mr. Holt questioned the bed nights. She thought the criteria should be changed.

Mr. Patel asked could it be split between marketing and grant funds.

Mr. Dowdell made a motion to allocate funding in the amount of \$4,000 and it was seconded by Mrs. Holt. The motion was withdrawn.

Attorney Weiss said under the application the most that can be given is \$2500, however he suggested they could use marketing funds for the remainder. He said there were inconsistencies with the grant funding that needed to be worked out.

**UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 6 – 1, BY VOICE VOTE, FOR APPROVAL OF \$2,000 FOR GRANT AND \$2,000 FOR MARKETING FOR NFEDC –MOTHER'S DAY WEEKEND CONCERT AND FESTIVITIES PROVIDED THEY FOLLOW THE STRATEGIC PLAN. (Mr. DuBree opposed the motion.)**

**3. Leroy Smith, Win-Win Youth Camp Program**

Leroy Smith and Tracy McDonald came before the Council to solicit funds for the Win-Win Youth Camp/ Health Day to be held July 11-12, 2014 at Corey Field and Joe Ferolito Recreation Center. The group is requesting \$5,850. Mr. Smith gave a brief history of the program which is to inspire young athletes. He said this event would bring the business community of Gadsden more tourist and overnight stays. He also noted the event would encourage people to get fit and become involved in the community.

Mrs. McDonald commented she was one of the moms that attended his camp each year. She is involved in event planning and has volunteered her services to help Mr. Smith coordinate this year's event. She explained an additional activity that would increase overnight stays and therefore increase bed tax revenue is a pre-camp "Shout Out Cookout" similar to a tailgate party the night before.

Mr. Jackson asked how many participants this event would bring.

Mr. Smith said last year's event, had over 150 participants and he expects more this year because they are starting earlier with advertisement.

Mr. Thro asked where the flyers would be distributed.

Mr. Smith said at local and outside county schools, restaurants and mainly on the web through social media and their website. He said they would offer online registration this year.

Mr. Thro questioned the expenses that were listed in the Grant Application. "Are we allowed to spend funding to help someone develop their website?"

Mr. Smith said he already has the website.

Mr. Dowdell asked Mr. Smith to provide information about the guest participants to the Council.

Mr. Smith said the list was incomplete at the moment. Since I'm a former college and NFL player I would invite colleagues to be motivational speakers, such as Tony Carter (Denver Broncos), Gerard Ross (former Seattle Seahawks), Peter Warwick (former Cincinnati Bengals and Seattle Seahawks) and Bryant McFadden (former Pittsburgh Steelers). He expounded on how the camp has excelled in the past.

Mr. Patel commented with the hotel rooms it normally works by you booking the hotel accommodations and if cancellations occur you are charged for them.

Mr. DuBree asked about hotel nights for the youth participants and others. He said the professional athletes would probably want to stay in Tallahassee.

Mr. Jackson suggested they speak with Mrs. Sonya to get a complete list of reimbursable funding. He expounded while this is a worthwhile event the TDC is looking for guaranteed bed nights.

Mr. Patel explained the rooms could be booked in Quincy or Midway to meet this requirement.

Mr. Thro said it seemed as if everyone liked the event, it's just how they can assist.

Mr. DuBree explained, this is reimbursable funds such as outside of the 150 mile radius for advertisement and marketing.

Mr. Knight questioned were there confirmed room nights.

Mr. Smith responded not at this time.

Mr. Thro asked Mr. Smith would he be able to come back at the May 19, 2014 meeting. He asked him to bring back concrete plans for spending the funds.

Mr. DuBree said he was prepared to make a motion to fund them \$2,000 based on the 50-99 rooms provided they get with Mrs. Sonya and come up with a plan for the reimbursable funds. He explained to Mr. Smith you only get what is qualified under the criteria.

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, FOR APPROVAL OF \$2,000 FOR THE WIN-WIN YOUTH CAMP PROGRAM WITH REIMURSABLE MARKETING FOLLOWING THE STRATEGIC PLAN.**

### **3<sup>rd</sup> Annual Rural County Summit Update**

Mrs. Sonya gave an update on the 3<sup>rd</sup> Annual Rural County Summit which is partnered with TDC and the Sheriff's Department on July 9-11, 2014. She said they are still in the planning stages. The event will be used to promote the County. She said the best date as of this moment was July 9. They are proposing a "Welcome to Gadsden" which would include tourist trolley, a night on the courthouse square including music and food with local merchants staying open. She said the trolley would run Wednesday and Thursday maybe through Havana. She said hopefully by the May 19, 2014 meeting she would have a schedule for the trolley.

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

No other updates were given for upcoming events for marketing/promotions.

## **4. Staff Reports and Updates**

Mrs. Sonya commented the TDC vacancy nominations of the below listed will go before the BOCC on May 6, 2014. She said only one seat is vacant, so they will only select one person out of the two.

- (a) Lynn Badger, Owner/Operator- White Dog Plantation
- (b) Nick Bhakta, General Manager-Comfort Inn and Suites

### **Public Comments and Concerns on Non-Agenda Items (3 minute limit) – No comments**

There was no public comment or additional concerns addressed.

**Discussion Items by Council Members**

There were no additional comments from the Council.

**Meeting(s)**

May 27, 2014 at 3:30 P.M. (Visioning Session-Part 2)

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

**Adjournment**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR  
ADJOURNED THE MEETING AT 4:18 P.M.**

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**MATT THRO, TDC VICE - CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**