

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

**Visioning Session  
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 (absent)  
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 (absent)  
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

Mrs. Gutcher welcomed everyone to the Visioning Session. She introduced Lynn Cherry of Carpe Diem Community Solutions. She said this is the 1<sup>st</sup> of 2 sessions that would occur.

Mrs. Cherry explained how they would help make Gadsden better. One of their skill sets is visioning. She said a vision plan is more generic. Strategic is narrow you have goals and plans. She said they would start with **SWOT** process: **S**trength, **W**eakness (internal), **O**pportunities and **T**hreats (external). She they would spend 20 minutes on each of the above.

**Strength(s)**

- Checks and Balances
- Surplus Money
- Budget balance
- Diversity (backgrounds) commitment
- knowledgeable
- Unique resources TDC have
- County Planner(Allara)
- Guidelines, people, talent
- What do others foresee your strength to be
- Supportive

- Public confidence
- BCC support/trust

When you think about past activities, what are some things you see? Member's check, self check. When you think about partnerships or stakeholders, is there strength in that area.

- Partnership w/Gadsden Arts Center (planning collaboration)

### **Weakness**

What do others perceive your weakness?

- Lack of tourist
- Dollars spent unequally (allocation of resources; system is complicated (application); Application needs to streamline (reimbursement) vetting process
- Education – market public awareness:
- Loopholes in strategic plan; 150 miles radius: being in the weeds
- Diversity of county (understanding individual community); trust and respect communication
- Consistency - process (orientation for new members); patience to complete plan (lack of) TDC/BCC; large term planning; strategic plan orientation( perception training); long term assets, eco tourist focus; BCC Approval shut down; BCC not prepared(receiving minutes would help) Lack of communication.
- Tourism

### **Opportunities**

What opportunities are available to you?

- Cultural diversity; funding resources; recreational, natural beauty, historical, business opportunities
- Good friendly people genuine; retirees/ people; talent, tourism, multicultural event (Jazz Fest concept – be the driver)
- Activity – signature event; Include community; create committee (report to TDC)
- Meet new people (15-30)

What trends or tradition may possible impact you?

- Leverage Visit Florida and Brand USA; economy
- Social media (inexpensive to market)
- Seeking FSU and FAMU business school (interns), summer youth program (media)

What stakeholder opportunities do you have that you haven't realized?

- RiverWay South
- Chamber
- Agro-tourism business (cane syrup, grunt baits)
- Creek Entertainment; Families need something to do; survey participants
- Riverboat – Dinner Cruise
- Water Park; Golf

- Community buy-in (include community ownership)
- College Football Games (close proximity to Tallahassee)
- Homework Assignment...WHAT WILL ANY OF THESE LOOK LIKE – FOR HOMEWORK THINK ABOUT IT? Pick 3 and what will they be. Want to drive one event on an annual basis.

### **Threats**

What keeps you from doing it?

- Culture/Race
- Strategic Plan that is not solid (not clear) needs goals, complicated; criticism; conception
- Lack of cohesion (county level)
- Lack of marketing assets
- Boards separate

Does this community take care of its assets?

- Lack of team work...

**Follow-up session: May 27, 2014 (Tuesday) at 3:30 p.m.**

### **ADJOURNMENT**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COMMISSION IT WAS ADJOURNED AT 6:05 P.M.**

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**LEE GARNER, TDC CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**