



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

MINUTES

**Thursday, May 19, 2014
3:30p.m.**

Present:

Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector
Matt Thro, Vice – Chair of TDC, H & H Furniture (via phone)
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)
Clarence Jackson, City of Gretna (absent)
Brenda Holt, BOCC
Lynn Badger, Bed Tax Collector - Havana
Attorney David Weiss, County Attorney (absent)
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Planning Director
Beryl Wood, Deputy Clerk

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.

a. Introduction of new member Ms. Lynn Badger – White Dog Plantation

Chair Garner introduced and welcomed the newest member to the Council, Ms. Lynn Badger.

Ms. Badger said she bought the old Nicholson Farmhouse and opened it up as a bed and breakfast retreat. She said she also owns Shady Rest and people have started booking it for weddings. She said both are a nice place to visit and she was delighted to be a part of the Council.

2. Amendments and Approval of Agenda

There were no amendments to the agenda.

3. Approval of Minutes – March 17, 2014, April 10, 2014 and April 21, 2014

UPON MOTION BY MR. DUBREE AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, TO APPROVE ALL MINUTES PRESENTED FROM MARCH 17, 2014; APRIL 10, 2014 AND APRIL 21, 2014.

4. General Business

a. River Way South AC – Pam Portwood – Letter of Commitment for financial assistance

Pam Portwood addressed the Council and displayed a powerpoint “Beyond Boundaries”. She provided a history on Riverway South. She explained how funds were utilized this year, including organizational development, organizational survey, scholarships, educational forums and additional trainings, etc. She discussed having two fan tours of which one included Gadsden County. She presented the Council with a self-guided tour of exits 181-192 North in Gadsden County. She asked for a commitment letter from Gadsden County in the amount of \$5,000. She said River Way South AC will offer technical assistance or anything related to tourism or marketing to counties.

Mr. Garner asked when River Way South AC needed a letter of commitment from Gadsden County.

She said she would like to get the application to the State by June, but as soon as possible for the letter of commitment.

Mr. Garner said they already have a \$2,500 commitment.

Mrs. Portwood said they are encouraging all counties to contribute \$5,000. She said if they needed they could commitment \$2,500 now and \$2,500 in the new budget year, which would total \$5,000.

Mrs. Holt pointed out she didn't see any minority businesses in the handout. "I'm trying to find a way to balance the county out." She also suggested they place addresses in the brochure, since most people utilize GPS now.

Mr. Dowdell said he was in support, but needed it to be diversified.

b. **2014/15 Crappie Tournament – Larry Clark – Crappie USA**

Mr. Clark addressed the Council. He spoke on the 2014/2015 Crappie Tournament. He presented a 2 day Super Event that would better all economically. He said in the past they have held the event in Leon County. He said Gadsden County has a superb niche and would draw a lot of people to the tournament. He said the event is scheduled for February 5-7, 2015 and most participants try to make it a week long event for the family or friends.

He said they really want to be back on Lake Talquin. He said the competition would be held in Lake Talquin or Crescent Lake if Gadsden could not be a sponsor. He said for the Super Event it would run around \$12,000 as a contribution.

Mr. DuBree said the previous events that were held in Quincy were really successful. He said it was a one day event and bed nights were great. He said Leon County use to fund the events, but they no longer showed interest and it faded way.

Mr. Clark said as for volunteers they would bring 4 employees with them. He said that on Saturday they do a Kid Rodeo and would solicit help to get participants for that event. In addition, they give youth that qualify an opportunity to register and become eligible for one of the six (6) \$1,000 scholarships they draw each year at their Classic.

He said right now he needs a commitment and a small deposit. He mentioned two ads as sponsors that he would need by mid – August.

Mrs. Gutcher said he needs to let us know exactly how much he will need, so that they can put it in the budget.

Mr. Clark said he would need a commitment, deposit and funds of \$12,000 at a later date and the University of Florida's Institute of Food and Agricultural Sciences (IFAS) or someplace like that, which can seat over a 100 people in theater style seating or chairs.

Mrs. Gutcher reminded them the County Commission would approve the overall budget in September.

Chair Garner spoke in support of this event.

Mr. Dowdell asked what they are committing too.

Mr. Clark said they are committing to sponsoring a 2 day Crappie USA Super Event for \$12,000 and in return would give Gadsden County an economical boost.

Mr. Knight asked was the event \$12,000 total or \$12,000 was Gadsden's part.

Mr. Clark said he is asking \$12,000 from Gadsden as the sponsor and host site.

Mrs. Burns requested TDC take a look at expenditures and then look at TDC's event fund for this year in the amount of \$10,000. She reminded them in the new budget you can take the funds from there.

Mrs. Holt said it should be publicized locally.

Mr. Clark said they would do publicity with a press release and a poster's event.

Mrs. Burns asked if Crappie USA would be the sponsor or would this be a TDC event.

Mr. Knight left at this juncture of the meeting.

Mr. Thro asked was it possible to cover this event out of this year's budget.

Mrs. Gutcher asked when did they need the funds and how much.

Mr. Clark said they need \$1,000 by August and the rest in February around the 5th or 6th.

Mr. Dowdell stated he was not comfortable with this request.

Mr. Thro said this was by far one of the best presentations. He asked for support of the 2014/2015 Crappie Tournament event.

Chair Garner said no vote would be taken today, but they would discuss request at the next meeting.

5. Staff Business (no vote items)

- a. RFQ for marketing services – BOCC item – informational purposes only.
Mrs. Burns stated the item included in their packets is ready for advertisement. It has already been reviewed to make sure they are following the procurement policy.
- b. Visioning Session with Lynn Cherry, part II – SWOT Analysis output.
Mrs. Gutcher said the refresher was included in the packet regarding how we are spending money, so we can move forward updating the Strategic Plan. She said the date for part II of the SWOT Analysis is scheduled for May 27, 2014 at 3:30pm.
- c. Discussion/Approval of the marketing material for the July event (Tour of Gadsden).
Mrs. Burns said they have to be careful how they do this. If they stay between \$10,000 or under threshold, TDC will not have to do RFQ or RFP. She presented the proposed tour.
- d. Expenditure Report.
Mrs. Gutcher presented updated expenditure report for review.
- e. Discussion of June meeting for budget hearing.
The consensus for the budget hearing was June 25, 2014 at 3:30pm.
- f. Agenda.
Mrs. Burns asked did they prefer email or mail as a means of receiving information for agendas.
The consensus was the current email worked great.

6. Items of discussion from Council members Bike Trial (no vote items)

Mrs. Holt mentioned bike racks for people to put their bikes on that may be traveling throughout town or citizens that use bikes for either transportation or exercise, especially in the downtown area. She said they want tourist to stay and shop. She asked they take a look at that item in the near future.

Mrs. Gutcher called their attention that 15% of their budget needs to be spent on infrastructure.

Mrs. Holt also mentioned local ads. "We need to sell the Council to the community."

Mr. DuBree said there is nothing that keeps the TDC from advertising.

7. Public Comments - Win - Win Camp

Leroy Smith came before the Council and thanked them for the donation for the Win-Win Camp. He mentioned the 707 tournament that would occur from out of town football teams.

He thanked the Council for the \$2,000 they had previously granted, but asked for additional funding to help with advertisement.

Mrs. Gutcher said this item wasn't on the agenda.

Chair Garner asked that he get with staff to be placed on a future agenda.

Mrs. Gutcher said she would talk with him after the meeting.

Upcoming meetings: May 27, 2014 at 3:30 pm – Visioning Session, part II
July 21, 2014 at 3:30 pm

8. Adjournment

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR
ADJOURNED THE MEETING AT 5:34 P.M.**

LEE GARNER, TDC - CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK