

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

MINUTES FOR
Monday, August 18, 2014
Regular Meeting: 3:30 pm

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 (arrived late)
Peter Patel, Hotel Industry (arrived late)
Clarence Jackson, City of Gretna (via phone)
Brenda Holt, BOCC
Lynn Badger, Bed Tax Collector - Havana
Attorney David Weiss, County Attorney (absent)
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Planning Director/TDC Administrator
Beryl Wood, Deputy Clerk

1. **Pledge of Allegiance/Roll call**

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

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

2. **Amendments and Approval of Agenda**

There were no amendments to the agenda.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, TO APPROVE THE AGENDA AS PRINTED.

3. **Approval of Meeting Minutes (June 25, 2014)**


UPON MOTION BY MR. DUBREE AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE JUNE 25, 2014 MEETING MINUTES.

4. **General Business**

a. **RFQ Presentations and Recommendation to BOCC- TDC Marketing Services.**

Mrs. Gutcher discussed the two firms that would be presented. She said the Tourism Firm whichever chosen is to provide services to develop and direct a program for marketing and promotion of Gadsden County as a travel destination. She stated only


two proposers responded to the publicly announced bid; Parkway Strategies and Chisano.

- **Chisano** - Jason Pennypacket and Joe Bouch  gave the presentation for Chisano Marketing Group. (Peter Patel/Keith Dowdell arrived at this juncture.)

Mrs. Holt said Festival rules on County level are too strict. She said they need to work on making it feasible.

Jeff DuBree asked about other counties that merit Gadsden.

Mr. Pennypacket said none on this level, but named counties that they have done work for which included Lee County.

- **Parkway Strategies** - Sue Allen  gave presentation. All Gadsden Tourism needs to be separated and sold as the parts.

- Better marketing directly to the niche markets
- Video assets just about targeted markets
- Premade weekend getaways to Gadsden

Mrs. Holt commented on the benefits of social media.

Mrs. Gutcher said a recommendation from one of the two firms to forward to BOCC.

Mrs. Holt asked what about web-cam interviews.

Motion: Chisano (recommendation for BOCC) – Dowdell/Patel 8-0(by show of hands)


Mr. Knight asked would Parkway Solutions be offered if

Mr. Garner said if Chisano can't meet budget, they would have to do a new RFP.


Motion: Holt/Patel - I move that we follow the county procurement policy. 7-0(approved)

Mr. DuBree questioned the \$30,000 in the budget for marketing. He also commented on conflict of interest that should be addressed with them.

- b. Appointment of one TDC member to the Gadsden County Development Council

 Mrs. Gutcher said they need a representative for the GCD.

Motion: Peter Patel - Holt/Dowdell 8-0

- c. Crappie Tournament 2015 – Amended Version presented  Crappie USA could be given a \$1,000 grant to help with their advertisement.

Mrs. Gutcher said anything over \$5,000 goes before BOCC per Attorney Weiss.

Mrs. Holt said the other firm Crappie Master didn't make a presentation. You must give everyone a fair chance. She mentioned that the County Commission has been sued twice for approving something that they shouldn't.

Mr. Garner said the Attorney has been here on a couple of occasion and their decision was led by that.

Motion: Badger/Knight - to move forward with Crappie USA for \$1,000.

Jeff DuBree abstained from motion.

Discussion – Brenda Holt commented said the Attorney never gave an opinion on the presentation process.

Knight – asked for a special meeting for clarity.

Mrs. Burns said she would send an email for an invitation for presentation and see how he responds. She suggested a conference call.

Mr. Knight withdrew second to motion. Motion died for lack of second.

Mrs. Gutcher recommended they readvertise another meeting.

Motion: Holt/Patel - For meeting with second vendor to present. (approved)

- d. TDC Visioning Session Part II Report 

➤ **Matt Thro, Brenda Holt, David Knight, Jeff DuBree**

Mrs. Holt said it should coordinate with the Economic Development.


Mr. DuBree said what he took from Visioning Session is to simplify the Strategic Plan.

Mrs. Gutcher said the goal was to go through the Visioning Session then move on to the Strategic Planning phase.

Mrs. Holt said they should get a quote/Figure from her as to what the next step would be for helping us through lead with the planning of the Strategic Plan.

5. **Staff business (no vote items) Informational**

- a. 2014 Governors Conference on Tourism Schedule of Events (Boca Raton, Florida)
➤ **Allara Gutcher, Clarence Jackson, Jeff Dubree, Lee Garner**
- b. Expenditure Report

6. Items of discussion from Council members (no vote items)
7. **Public Comments** -  Mrs. Holt said they were looking into how many times they would accept applications. She suggested once a quarter.

Mrs. Gutcher said currently it's in the Strategic Plan as twice per year.

Ben Chandler, Main Street Chattahoochee, committed to being a partner with Gadsden TDC.

Mrs. Burns thanked Mr. Chandler for all his support with the Tour of Gadsden.

8. **Adjournment – 6:21 p.m.**

Upcoming meetings: October 20, 2014 at 3:30