

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES
Thursday, July 9, 2015
Workshop: 3:30 pm**

Present:

Keith Dowdell, City of Quincy Commissioner, Chair of TDC
Lee Garner, City of Chattahoochee Manager and Tax Collector
Jeff DuBree, Sportsman's Lodge, Bed Tax Collector - Lake Talquin (arrived late at 3:35 p.m.)
Clarence Jackson, City of Gretna, Vice – Chair of TDC
Brenda Holt, BOCC
Lynn Badger, Bed Tax Collector – Havana
Joe Bouch, Chisano
Sonya Burns, TDC Administrative Assistant
Beryl Wood, Deputy Clerk
Allara Gutcher, Planning Director/TDC Administrator

Absent:

Matt Thro, H & H Furniture
Peter Patel, Hotel Industry
David Knight, Midway Councilman
Attorney David Weiss

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

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

2. **Approval of Agenda**

UPON MOTION BY MR. GARNER AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.

3. **General Business**

a. **Tourist Development Council Budget Proposal FY2015-2016**

Mrs. Gutcher gave overview of the proposed budget for the next fiscal year, which starts October 1, 2015. She presented a proposed budget package, which included various requests from organizations to be considered for funding in the upcoming year. Also included was Gadsden County Tourist Development Revenues from previous years. The County Commission adopted the Strategic Plan at the last BOCC meeting.

Jeff DuBree arrived at this juncture of the meeting @ 3:35pm.

Chair Dowdell asked that Mrs. Gutcher please explain the spending allocations on page 1.

Mrs. Gutcher stated the Strategic Plan has spending allocations that were adopted at the listed amount or the percentage of the revenue that would be spent on that item over the course of the next year. The percentage is based off the last full revenue year FY 2013-14. She said the Strategic Plan has an amount that we can spend percentage wise, but it also has a policy that states you can spend unused funds, so that is what they are drawing from, the unused funds to create a bigger line item in that budget. She said the \$57, 418.40 is the maximum amount they could spend, but because we have a clause that says if the Tourist Development Council decides to use funds which are currently held due to unused funds from previous years, by majority vote you could do that. She said they are trying to spend money that is just sitting in the bank for our marketing campaign that is coming up.

Discussion occurred among the Board.

Mrs. Gutcher discussed the map error on professional services -\$210,381.00 (\$1,000 off) page 6.

Mrs. Gutcher explained why you take from the revenue, not your balance in the bank. The Strategic Plan says that you take 100% of your revenue from the previous year and then you take from your revenue from the last full year.

Mrs. Gutcher commented the items on page 2, the requested sheet, would fall out of marketing funds or event grant funds which are either 15% or 20%.

Mrs. Holt asked what if the event person wants to do their own marketing.

Mrs. Gutcher stated then they wouldn't be applying for a marketing grant. That's what is paid for when they come in and apply, we pay for their marketing. She gave as an example, if they are the host, like the Crappie Tournament.

Mrs. Holt said she was trying to avoid the problems they had with the Quincy Fighting Tigers and Legacy Marketing.

Mr. Bouch said as they move forward everything they will do outside of the fee, he said he would get a signed estimate. If I propose we are going to buy media/radio, not a dime will

be spent until an estimate is sent for TDC approval, then implementation. He said there would be no gray areas.

Chair Dowdell stated he had never been in a budget meeting where his hands were tired. He said a breakdown should be done.

Page 2: Letters of Interest applying for funds

Chair Dowdell asked about the breakdowns.

Mrs. Gutcher said the white is a request, pink is TDC sponsored event and blue is publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or sub-county special taxing district in which the tax is levied are eligible as an authorized user of TDC funds.

Mr. DuBree asked about the retained money from previous budget years, should it be retained somewhere such as restricted funding.

Mrs. Gutcher said no.

Page 2

Mrs. Gutcher said the total of \$67,500.00 for a total amount. She said the Letter of Interest was submitted on most, the actually application has not been received.

Mrs. Holt said she wanted to know the effect of each request and what the remaining number would be.

Chair Dowdell asked when they would accept applications.

Mrs. Gutcher said the event committee will get together to evaluate grants. They will notify the people that submitted letters of interest and let them know it's time to apply.

Mr. DuBree said normally the application is done twice a year.

The only person present to request funding at the workshop was Joe Monroe of Quincymfest.

Quincymfest (MainStreet) – Joe Monroe came before the Council and stated they sponsor the Porch Fest, Christmas Event, Quincymfest, and Bike Race. He said they are asking for \$1500 a quarter for events for marketing of the above.

Mrs. Holt said each municipality should get a set amount of funding and they apply with their cities. She would like to see reporting come back to the Council or no funding.

Page 3

No additional comments or additions on page 3.

Page 4-5

No additional comments or additions on page 4 or 5.

Page 6 - Monday's presentation

Mr. Jackson discussed the idea of a Gadsden Quarter Horse Festival being a TDC sponsored event. He said he had pitched the idea to several in the business and they thought it would be beneficial. The 3 day event would consist of a parade, mule day attraction and Woodstock concert. He envisioned that it would run like the Spring Time Tallahassee Event – Non Profit. He suggested they connect to charitable events. He asked that he be allowed to speak with Joe Bouch about how to proceed with the idea.

Mrs. Gutcher said she would need a dollar amount for this particular event to be considered.

Mr. Jackson said he had not done figures yet, but he estimated \$50,000 for the Quarter Horse Event.

Mr. Bouch stated that was a lot of money (a quarter of your marketing budget). "I'm not suggesting it wouldn't work but, in a small window you're going to spend a lot of your budget."

Mr. Garner asked could they add to the bottom number \$211,381.

Mrs. Gutcher reminded the Council, whatever they decide they would need to vote at Monday's meeting.

Discussion occurred among the Council.

Mr. Garner recommended \$50,000 to the bottom line for TDC sponsored events. He said take the amount up \$261,381.

Mrs. Holt said the amount she felt should be \$20,000 for the Quarter Horse Event and once research is done it could be less.

Mr. Jackson said he was in favor of adding the \$50,000, because he is thinking a 3 day event, to bring some star power into Gadsden County.

Mr. Garner suggested an additional \$50,000 for TDC sponsored events. He felt that should cover them all.

Mrs. Holt asked can the TDC receive a grant. For example, they could use when they have a major event where they make money. .

Mrs. Gutcher stated she had never heard of that but, would check.

Mr. Jacksons asked could organizations donate money to TDC.

Mrs. Gutcher responded she would have to yield to Attorney. She said the Bike Race wanted to give to different local organizations. They couldn't because the TDC had given them money to host their event and were advised not to because it looked like a non-profit was being subsidized by tax payer's dollars.

Mrs. Gutcher said she would check and bring back Monday.

Gadsden Chamber Membership Invoice

Mrs. Gutcher presented a Membership Fee for \$2500 for the Chamber for the upcoming New Year.

The consensus from the Council was no at this time.

4. Items of discussion from Council members (no vote items)

There was no further discussion from Council Members.

5. Public Comments

There was no public comment.

Next meeting: July 13, 2015 at 3:30p.m.

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:55 P.M.

GADSDEN COUNTY, FL

KEITH DOWDELL, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK