

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL**

Minutes

FOR

Monday, July 13, 2015

Meeting: 3:30 pm

Present:

Keith Dowdell, City of Quincy Commissioner, Chair of TDC - via phone
Clarence Jackson, City of Gretna, Vice – Chair of TDC
Lee Garner, City of Chattahoochee Manager and Tax Collector
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector - Lake Talquin
Matt Thro, H & H Furniture - via phone
Peter Patel, Hotel Industry - arrived late
David Knight, Midway Councilman
Brenda Holt, BOCC – arrived late
Lynn Badger, Bed Tax Collector – Havana
Joe Bouch, Chisano via Skype
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Planning Director/TDC Administrator
Attorney David Weiss
Marcella Blocker, Deputy Clerk

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

Clarence Jackson, Vice 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. Deputy Clerk Marcella Blocker conducted the roll call.

2. **Amendments to and Approval of the Agenda**

UPON MOTION BY MR. GARNER AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, TO AMEND THE AGENDA MOVING RIVERWAY SOUTH PRESENTATION DOWN TO 5A AND APPROVING THE AGENDA WITH THE STATED CHANGE.

3. **Approval of the Minutes – April 20, 2015**

UPON MOTION BY MR. GARNER AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE MINUTES FROM THE APRIL 20, 2015 MEETING.

4. **General Business**

a. **Recommendation of 2015 – 2016 Budget to the BOCC - Allara Mills- Gutcher, Planning Director/TDC Administrator**

Mrs. Gutcher reminded the Council of what had been discussed at the prior workshop on Thursday. She discussed the additional \$50,000 for the event Mr. Jackson suggested. She mentioned that was the only change to the Budget from the workshop, which increased the budget to \$260,381.00. There was some discussion of the fund balance and expenditure of the fund balance and she provided the Fund Balance Projection. She then entertained questions from the Council.

Peter Patel arrived at this juncture of the meeting.

Mr. DuBree said the fund balance projection was helpful and puts into reality what would happen if we were to spend that much money. He said he was in favor of the budget as is, just with caution of regard on that large of expenditure. He then made a motion to approve the budget as presented.

Matt Thro had questions. He was concerned with the proposed expenses of \$50,000 each year and Ms. Badger agreed.

Ms. Badger said she knows just because \$50,000 is allocated doesn't mean it gets spent. She said the idea of spending that percentage two years in a row doesn't look good.

Mr. Garner said he and Mr. DuBree had been on TDC since inception and finally Gadsden County was getting on the map with all the different entities working together. He said he was in favor of having the money in the budget rather they spend it or not. He then made a motion to approve the budget as it is.

Matt Thro left the meeting.

Matt Thro returned to the meeting.

Brenda Holt arrived at this juncture of the meeting.

Mr. Patel said he was not in favor of the amount. He felt the budgeted amount should be lower.

Matt Thro left the meeting.

Matt Thro returned to the meeting.

Mrs. Gutchler commented they are allowed to spend the bottom line rather than have to move some money inside the budget around as long as the bottom line doesn't change. If they bottom line changes then you would have to get approval from BOCC.

Mr. Jackson said he understood the concerns of the Council, but to jump out and be successful, they had to take risks. He said he is the one that made the request of \$50,000, but was in favor of reducing to \$25,000.

Mr. Patel voiced as common business practice it is not good to take all or most of the money out of reserves, because it is not the same each year.

Mr. Garner withdrew motion. He then motioned to change the amount from \$50,000 to \$25,000 and it was seconded by Mr. Patel.

Mrs. Holt questioned that none of the items are approved in stone except the contracted out items, the amounts can change within the budget.

Mr. Weiss addressed the Council and said if the BOCC approved the budget as recommended the only thing set in stone was contracts. You are only committed to Gadsden Arts and the Quincy Music Theater. The TDC Hosted events aren't contracted and would require a further process to be contingent upon approving.

Mr. Garner amended the motion contingent to agreement with TDC by appropriate contractors.

Mr. Jackson called for the vote.

UPON MOTION BY MR. GARNER AND SECOND BY MR. PATEL, THE COUNCIL VOTED 8 – 0, BY VOICE VOTE, TO APPROVE THE BUDGET CONTINGENT UPON ACCEPTABLE AGREEMENT BY THE TDC WITH APPROPRIATE CONTRACTORS.

b. Approval of Funding requests (FY 2014-2015 Current Balance \$22,000) -Sonya Burns, TDC Administrative Assistant II

- **North Florida Education Development Center (NFEDC) - \$2,500**

- **Havana Merchants Association (HMA) - \$5,000**

Ms. Burns commented that if they could recall Mrs. Carolyn Ford appeared before the Council awhile back and the Council agreed to fund her event. She said for their review is 3 staff reports: NFEDC and (2) HMA. She stated it was agreed to reimburse these 3 events upon the approval of the new Strategic Plan. She said all required paperwork has been submitted.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. PATEL, THE COUNCIL VOTED 8 – 0, BY VOICE VOTE, FOR APPROVAL OF FUNDING REQUESTS (FY2014-2015 WITH A CURRENT BALANCE OF \$22,000) WHICH INCLUDES THE APPROVAL OF NORTH FLORIDA EDUCATION DEVELOPMENT AT \$2,500 AND HAVANA MERCHANTS ASSOCIATION AT \$5,000.

c. Appointment of Review Committee – Sonya Burns, TDC Administrative Assistant II

Ms. Burns Sonya said they needed 3-4 council members to compile this committee to review all applications (marketing and grant) submitted to the Council for funding.

The committee members that volunteered are Mr. Patel, Mr. Jackson and Mrs. Holt. Mr. Garner will serve as alternate.

Chair Dowdell said he wanted to serve on committee. Vice – Chair Jackson informed him they had the required number per the County Attorney. He could still attend the meeting if he liked or if any backed out he could serve on the committee due to trying to keeping it an odd number.

d. Agency Task Force

Mrs. Burns stated attached to their agenda was 2 Agency Task Orders from Mr. Bouch. One is from the months of May-July, 2015 attending both TDC and BOCC meetings. The other is dated July 10, 2015 for the months of August –October, 2015. Mr. Bouch will appear at one meeting each per month.

Mr. Knight asked if it was \$300 per trip.

Ms. Burns replied if he doesn't use all of the \$300 for travel each trip, it would be less. That is just the amount allotted, no more per the contract.

UPON MOTION BY MR. GARNER AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 8 -0, BY VOICE VOTE, FOR APPROVAL OF THE AGENCY TASK FORCE FOR BOTH DATES MAY – JULY, 2015 AND AUGUST – OCTOBER, 2015.

5. **Items of discussion from Council Members (No vote items)**

Mrs. Holt commented she would like for the TDC to develop a visitor's card to be placed in hotels, events and campsites where there are tourist. She said she wanted some type of way to account for funds that were given out.

Ms. Burns said that Mr. Bouch is in the processing of putting something together that can be placed throughout the County at hotels, events and campsites.

Mr. Jackson said concerns were duly noted.

a. **Riverway South Presentation – RWSAC**

Pam Portwood, Project Manager – (This item has moved down)

Mr. Garner said did not know where Pam with Riverway South was and thanked them (TDC) for their support. He stated they know and have seen how the funds given were used to help Riverway South.

Mrs. Holt asked if it's in the budget and it is approved today, what happens next.

Mr. DuBree said if it is a lined item you think they would get that amount if it's placed in the budget.

Attorney Weiss commented if there is an approval to approve membership dues there is nothing further that has to be done from this Council to approve that. The difference is if there are items where you have approved amount, but there is some further approval that would be necessary from this Council before you where actually to disperse the amount.

Mrs. Holt asked what they got for \$5,000.

Mr. Garner said a lot of things in Gadsden County are happening because of Riverway South involvement, they are playing a big part in getting tourist to get off of I-10 to see what's in our area and they also provide grants.

Mr. Thro said he hoped they weren't suggesting not supporting Riverway South because it is a great group and they are doing a whole lot for the Counties.

Keith Dowdell phoned in at this juncture of the meeting.

Mr. Knight commented he would also like to see a presentation from Riverway South and then they could decide on what they would like to give. It is allocated in the budget for \$5,000 and it may fall at that level or below.

Mrs. Holt recommended Riverway South do a presentation.

Mr. Jackson said even though Riverway South is not here, we should be able to get them here to make presentation. He asked was it possible for her to attend the August 17th meeting.

Ms. Burns said for the record, they had done a presentation in the past. She would see if they could make the August meeting.

e. Public Comments

There was no additional public comment.

Next meeting: August 17, 2015 @ 3:30p.m.

Information only:

- **Strategic Plan**
- **Current Expenditure Report**

f. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED
AT 4:13 P.M.**

GADSDEN COUNTY, FL

KEITH DOWDELL, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK