

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES FOR
Monday, September 21, 2015
Regular Meeting: 3:30 pm**

Present:

Keith Dowdell, City of Quincy Commissioner, Chair of TDC
Clarence Jackson, City of Gretna, Vice – Chair of TDC
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector - Lake Talquin
Matt Thro, H & H Furniture
Peter Patel, Hotel Industry (via phone)
Brenda Holt, BOCC
Lynn Badger, Bed Tax Collector – Havana (resigned)
Joe Bouch, Chisano via Skype
Sonya Burns, TDC Administrative Assistant
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent

Lee Garner, City of Chattahoochee Manager and Tax Collector
David Knight, Midway Councilman (excused absence)

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

Keith Dowdell, Chairman of TDC called the meeting to order at 3:56 p.m. with a quorum present and then led in the Pledge of Allegiance.

Excused absence for David Knight

UPON MOTION BY MRS. HOLT AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO EXCUSE DAVID KNIGHT, FROM BEING ABSENT.

2. **Amendments to and Approval of the Agenda Approval of Minutes moved to 3a**

UPON MOTION BY MRS. HOLT AND MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE AMENDMENT TO THE AGENDA MOVING MINUTES TO 3A.

3. **Approval of Minutes**

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 6 -0, BY VOICE VOTE, TO APPROVE THE MINUTES FROM AUGUST 17, 2015.

4. **General Business**

a. Discussion of TDC By-laws Amendments and By-laws Committee

- ◆ David Weiss, County Attorney
- ◆ Sonya Burns, TDC Administrative Assistant II

Attorney Weiss commented on the revision of the By-laws or gave them the option put into the Ordinance. What's lacking from the by-laws that you would like addressed. He said it was a Council decision.

Mrs. Holt said she would prefer to keep the By-Laws. She was in favor of keeping them separate.

Attorney Weiss asked would they like to start a By-Laws Committee.

Mrs. Burns said staff recommendation is to start Committee.

Mr. DuBree asked what was redundant with the By-Laws. He mentioned in the By-Laws it states the Chairman should be a bed-tax collector.

Attorney Weiss said it doesn't have to be in there that could be amended. Membership could be stricken along with quorum. Article 4 – voting, conflict of interest is in ordinance.

Mrs. Holt said it would be beneficial they needed something on quorums added.

Mr. Dowdell showed concerned about special meetings being called.

Mr. Jackson spoke in support of By-Laws Committee and who would be involved.

Ms. Burns said they would need 3 members for the Committee.

The committee would consist of Mrs. Holt, Mr. DuBree and Mr. Dowdell.

b. Approval of Event Grant Fund Applications

- ◆ Sonya Burns, TDC Administrative Assistant II

Mrs. Burns committed the Event Committee met on September 16 and their recommendations where:

Review Committee Recommendation:

Havana Merchants Association (funding decreased by 50%)

- | | |
|---|---------|
| ◆ Lawn Mower Parade and Winter Festival | \$1,000 |
| ◆ Springtime Havana Day | \$ 800 |
| ◆ Pumpkin Fest | \$1,250 |

North Florida Education Development Corp.	
◆ Gadsden County Families Gathering	\$4,000
◆ Gadsden Guide & Business Directory for African Americans	\$5,000 -
(To work with Chisano Marketing Group, this line item would be placed somewhere else.)	
North Florida Education Development Corp. & The Disabled Veteran Agency	
◆ Esteranico Festival (New)	\$5,000
Maurice Grant	
◆ Annual Caribbean Family Festival (New)	\$3,000
Curtis Sconiers	
◆ Damaged Stage Play (New)	\$5,000
Total	\$25,550
Budget Amount	\$17,225
Difference between requested and budget amount	(-8,325)

Staff Recommendation:

Staff recommends, based upon the adopted budget, and is to fund only the amount as adopted in the budget. The strategic plan page 15, second paragraph in 5.1 states that the allocations are based on revenues collected from the previous fully reported fiscal year – that means FY14. And the total revenue is $\$114,837 \times 15\% = \$17,225$ for marketing FY 16. However, the last paragraph in this section states if TDC decides to use funds which are currently held due to unused funds from previous years budgets, a majority vote of TDC may allocate such funds to the (marketing) category.

Attorney Weiss said the Plan under 5.3 does not allow. These funds are available on a reimbursement basis only, and are limited up to but no more than \$5,000 per event or organization which will promote tourism within Gadsden County in each fiscal year. Each organization is limited to \$5,000 total. He said that North Florida education Development Corp is limited to \$5,000 total. He also agreed the Gadsden Guide & Business Directory for African Americans for \$5,000 would be best under another line item, since it is not promoting an event. He said they have 4 pots of money: administrative budget; tourism and marketing by the TDC – general marketing funds to promote tourism; Event Grant Funds – TDC hosted events; Marketing – event specific.

Mr. DuBree asked about the scoring system with the new application.

Ms. Burns informed the Council they are working with the new application voted on by the Council.

Chair Dowdell asked where the application consistent with the Strategic Plan.

Ms. Burns commented they were. She said the Gadsden County Families Gathering does have room nights and Ms. Ford turns in all of her information.

Mrs. Holt said that she was in support of funding The Disabled Veteran Agency without the North Florida Education Development Corp (NFEDC) because she was support of the Esteranico Festival. It was the consensus of the Council to give funding to The Disabled Veteran Agency in the amount of \$5,000 with the NFEDC.

Mr. Dowdell said they would like to vote on Gadsden Guide & Business Directory for African American.

Attorney Weiss said they need to bring back through the Task Order for Gadsden Guide & Business Directory.

Mr. Jackson asked would they allow the persons who submitted applications to speak if needed.

Ms. Burns everyone was notified when the applications were due and when they would be submitted.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 5 – 1, BY VOICE VOTE, TO APPROVE THE EVENT GRANT FUNDS RECOMMENDATION WITH THE AMENDMENT OF THE GADSDEN GUIDE & BUSINESS DIRECTORY FOR AFICAN AMERICANS - \$5,000 MOVING TO A TASK ORDER BEING DONE AND THE DISABLED VETERAN AGENCY - \$5,000 REMOVING THE NORTH FLORIDA EDUCATION DEVELOPMENT CORP. (Mr. DuBree opposed the motion.)

- c. Approval of Marketing Task Orders for Chisano Marketing Group
 - ◆ Joe Bouch, President - Chisano Marketing Group

Mr. Bouch said they created a plan for media. He said the recommendation for media is the objections and general awareness of “Do something original” getting the message out (250) mile radius. He discussed different audiences such as a Facebook Ad campaign, Landing page similar to Facebook Ad. He said everything they introduced would be staggered. He said it would begin in October. He said they are trying to brand Gadsden County. He mentioned some of the ideas they would like to put in place such as Google Ad Display Campaign, Florida Travel & Life; The Villages Daily Sun Newspaper; Outdoor Media. He said the Total Budget for Media is \$89, 500.

Matt Thro commented on the benefit of tracking and asked that he come up with a dashboard that would be result based on some type of matrix that would show results.

Mr. Bouch they would like to see results.

Mrs. Holt discussed collecting data from hotels to find out why they are in the area.

Mr. DuBree asked Mr. Bouch to explain the rationale for the idle months.

Mr. Bouch said it was based on saving money.

Mrs. Holt commented on the Heritage travel and that it was a great way to have more people visit.

Carolyn Ford said her vision with the Guide was so people would have an aide as to where to go where to go in the County, especially African-Americans. She also added the Heritage information would fit well in the Guide; they would like to identify things to do and see in the County.

Task Orders

Oct. 2015

UPON MOTION BY MR. THRO AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF TASK ORDER – OCTOBER 2015 FOR \$5,000.

Nov. 2015

UPON MOTION BY MR. THRO AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF TASK ORDER IN THE AMOUNT OF \$4,118.75 FOR NOVEMBER.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF TASK ORDER IN THE AMOUNT OF \$4,915.00 FOR NOVEMBER.

Press Release

UPON MOTION BY MRS. HOLT AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF \$5,000 FOR PUBLIC RELATIONS AND FOR IT NOT TO EXCEED THAT AMOUNT.

- d. TDC Per Diem Travel Reimbursement (Governors Conference on Tourism) \$119.60
- ◆ Sonya Burns, TDC Administrative Assistant II – reimburse your per diem

Ms. Burns said the after the Governors Conference on Tourism the per diem for travel reimbursement came to \$119.60. She said she would need a vote for them to receive.

UPON MOTION BY MR. THRO AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO REIMBURSE THE TRAVEL PER DIEM AT \$119.60 EACH.

e. Gateway Sign Invoice

- ◆ Sonya Burns, TDC Administrative Assistant II
UPON MOTION BY MR. DUBREE AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF PAYMENT FOR THE GATEWAY SIGN IN THE AMOUNT OF \$660.67 FOR PUBLIC WORKS.

- ◆ River Way South
Ms. Burns commented that since Mrs. Gutcher no longer works with the TDC they would need a replacement for the Riverway South Board.

The Chair recommended Ms. Burns.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE MS. BURNS AS THE REPLACEMENT FOR THE RIVERWAY SOUTH BOARD.

f. Approval to expend up \$2,000 for one familiarization tour to bring tourism representative to Gadsden County for scoping of future tours.

- ◆ Joe Bouch, President - Chisano Marketing Group – Mr. Bouch said this is important and this pays for travels to showcase Gadsden County.
UPON MOTION BY MR. THRO AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE \$2,000 FOR ONE FAM TOUR.

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

Mrs. Holt said she had concerns with the Villages shutout of the government.

6. Public Comments

There were no additional public comments.

7. Adjournment

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED
AT 5:25 P.M.**

GADSDEN COUNTY, FL

KEITH DOWDELL, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK