

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES FOR
Monday, October 12, 2015
Special Meeting: 3:30 p.m.**

Present:

Keith Dowdell, City of Quincy Commissioner, Chair of TDC
Clarence Jackson, City of Gretna, Vice – Chair of TDC
David Knight, Midway Councilman
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector - Lake Talquin
Matt Thro, H & H Furniture (arrived late)
Brenda Holt, BOCC
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
Peter Patel, Hotel Industry

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.

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

There were no additional amendments to the agenda and a motion for approval was made by Mr. Jackson.

UPON MOTION BY MR. JACKSON AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE OCTOBER 12, 2015 AGENDA.

3. **General Business**

a. **Approval of Meeting Minutes**

July 9, 2015

UPON MOTION BY MR. KNIGHT AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JULY 9, 2015 MEETING MINUTES.

July 13, 2015

UPON MOTION BY MR. KNIGHT AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JULY 13, 2015 MEETING MINUTES.

b. Approval to expend up to \$5,000 for Research/Creation of the Gadsden Guide & Business Directory for African Americans Carolyn Ford, NFEDC President and Brenda Holt, TDC Councilmember, Jeff Price, OMB Director

Mrs. Burns recalled this was discussed at the last meeting and they would need approval to expend up to \$5,000 for research/creation of the Gadsden Guide & Business Directory for African Americans.

Mr. DuBree commented he understood funding came out of marketing, he asked was it the same fund as Chisano.

Mrs. Burns said funding would come from the same pot of money as Chisano.

Chair Dowdell said that at the last meeting it was stated that Chisano and NFEDC would work together on the Directory.

Mr. DuBree asked Chisano was there a better way to gather information and still provide the Directory. He asked what the best way to spend the marketing dollars was.

Mr. Thro arrived at this juncture of the meeting.

Mr. Bouch said at the last meeting they discussed it was a worthy cause to have access to information involving black history in Gadsden County. In terms of how we approach this is what is up for discussion. He said once the information is gathered they would help put the information in a piece that people can access. That really becomes a question of cost and what is most efficient. He said their cost would be covered under their fees. He said his concern was with a printed copy, "in today's world is that the most efficient way to go." He said he was unsure of the quantity they are talking about printing. He said the information could be gathered, give people access and place on website, an app and other places such as Visit Florida website would be the most efficient way to go. He stated it was a great idea but, is it the most efficient thing to do, print a book. He was of the opinion an electronic version would be the way to go.

Mrs. Holt voiced she was in support of both the electronic version and the printed copy.

Mrs. Carolyn Ford of NFEDC came before the Council. She said what she recalled from the last meeting was her organization would do the research by gathering all the information and the publishing would occur from marketing from Mr. Bouch.

Mr. Thro asked for a run-down of how the monies for the research would be spent.

Mrs. Ford said they would place historical and cultural aspects for African – Americans in the County. The guide will feature additional things such as barbershops, soul food and festivals that occur within the county.

Mr. Thro asked for his clarification, at the end of the research they would have something tangible. He voiced \$5,000 was a lot to him

Mrs. Ford said it would be a written guide, published by Chisano.

Mr. Jackson asked Mr. Thro was his concern with justification of the amount. He said he was in favor of approval, because it is a great idea. He said the TDC is only budgeting \$5,000 and once Mr. Bouch and Mrs. Ford sit down and talk, then bring back details.

Mr. Thro said the \$5,000 is for research and getting the results needed to produce the document needed.

Mrs. Ford clarified the \$5,000 was for research and in that research we have an outline of what the guide should look like and then start gathering that information. Chisano would come and help layout and publish it.

Mr. Knight asked what line item Mr. Bouch came from. He asked could they relocate funds if needed.

Mrs. Burns commented that Chisano comes under 53100 Professional Services. If needed they could relocate funding if something comes up short.

Mr. Jackson said this is the least productive Board that he has served on.

Mr. Thro asked what specifically were they approving.

Chair Dowdell stated they are seeking approval to expend up to \$5,000 for Research/Creation of the Gadsden Guide & Business Directory for African Americans.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL TO EXPEND UP TO \$5,000 FOR RESEARCH/CREATION OF THE GADSDEN GUIDE & BUSINESS DIRECTORY FOR AFRICAN AMERICANS.

c. Approval of Marketing Task Order(s) for Chisano Marketing Group

♦ Joe Bouch, President Chisano Marketing Group (via Skype)

Mr. Bouch said at the last meeting he sought approval for the October and November Media. He said he was unsure of the meetings scheduled going into the holidays and to be safe and have no lapse in the media. He presented two Task Orders. One is for December 2015 in the amount of \$4,615.75 and the other January 2016 in the amount of \$4,593.00. He said this is based on the plan that was approved at the previous meeting.

Mrs. Holt asked had October already been taken care of. She asked what the product from October and November was. She asked for samples, so she would be able to tell people what they are doing.

Mr. Bouch said that he would get samples to Sonya and she could forward. He said they are promoting apps on facebook. He said there is a lot of different post and everything would be well documented.

Mrs. Holt said her concern was that she didn't want to miss the Tallahassee Market, she reminded him of the importance of football to the area.

Mr. Bouch said they have already secured two outdoor boards to drive the market. He said they would go up in about six days. Promoted post on facebook would start in about a week. Advertisement in the Villages will begin in about a week.

Chair Dowdell asked Mr. Bouch to give them a briefing of what Chisano has done up to this point.

Mr. Bouch said the Media Plan was presented at the last meeting. On the Media Plan in October we will begin an Ad Campaign on Facebook. Promoted post, created ad for Villages, Outdoor Boards on West Tennessee and Capital Circle and website. He said the outdoor boards would have several messages. He said he would send information to Sonya and she would send to the Council.

More discussion followed by the Council.

UPON MOTION BY MR. JACKSON AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE MARKETING TASK ORDER FOR DECEMBER 2015.

UPON MOTION BY MR. THRO AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE MARKETING TASK ORDER FOR JANUARY 2016.

d. 55th Annual Legislative Conference (1 attendee) November 19-20, 2015

◆ Keith Dowdell, TDC Chairman

Mr. Dowdell presented Chair Dowdell request to attend the 55th Legislative Conference in Orlando, Florida on November 19-20, 2015. He briefly commented on the importance of his attendance as they prepare for the upcoming Legislative Session. He stated a couple of years he attended one of the sessions and got the City of Quincy \$365,000, but when it came back to the Legislative Session a Senator from Miami asked where was Quincy and because they had no representation they choose to fund something else. He asked the Council to cover his room and board for this trip.

Mrs. Holt commented on the rededication of the Public Defender's Office. She stated she was on the 10th floor of the Capital and Chief Judge Francis said they needed to get money for the Courthouses. She said they meet with different sub-committees and got approved for the second \$500,000. Lobbying is something that you have to be there. Anything you want for Gadsden County on the agenda you have to be there. She voiced she didn't see a problem supporting this if he was willing to pay a part of it referring to his registration.

Mr. Thro said he thought the agenda was set and there was nothing on tourism from his understanding.

Mr. Dowdell said the discussion on tourism would occur under transportation.

Mr. Thro stated his second point was that was not a budgeted item. The Governor's Conference was, but not the League of Cities.

Mrs. Burns disclosed the monies that were returned from the Florida Governor's Conference for Mrs. Holt and Mr. Dowdell. She said they received two awards from RiverWay South that was reimbursed.

Mrs. Holt asked how much the reimbursement was.

Mrs. Burns commented they received about \$1,200 back. She said Mr. Dowdell was only asking for room and board.

Mr. Thro expressed if he had done such a great job lobbying for Quincy. He asked why they aren't picking up the tab. He said he felt this was outside of the scope to do this.

Mr. DuBree agreed with Mr. Thro.

Mr. Dowdell said the City is paying the registration.

Mr. Thro said he would make a motion that if you are able to get tourism or something with Gadsden on the agenda you would be reimbursed.

Mrs. Holt voiced she was not in favor of that. She pointed out you can't have a guarantee on it.

UPON MOTION MRS. HOLT AND SECOND MR. JACKSON, THE COUNCIL VOTED 3 – 2, FOR APPROVAL OF THE 55TH ANNUAL LEGISLATIVE CONFERENCE (1 ATTENDEEE) NOVEMBER 19 – 20, 2015 FOR TRAVEL. (Mr. Thro and Mr. DuBree opposed the motion. Chair Dowdell abstained from voting.) Motion passed.

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

Mrs. Holt along with Mrs. Burns presented the 2015 St. Petersburg Arts & Culture Economic Impact Report on Murals by the St. Petersburg Art Alliance. She discussed the importance of history in our City and a way to capitalize on it and beautify the City all at once. For example, she discussed Dr. Stephens who was a local doctor that had a pharmacy and a sweet shop in his office that everyone loved. He would also register African – Americans to vote, which also resulted in him being hurt severely. She felt he was deserving of a mural. She mentioned Dr. Lafalle who is from Gadsden and worked on a President. Dr. Furlough simply because of the fact she would sleep in her car to keep the hospital open, because a Doctor had to be there 24/7. She also discussed Gadsden's rich history of other businesses and people.

She commented how in this particular area in St. Petersburg they revitalized the community by doing murals. All the businesses had moved on and they went from making nothing to bringing in millions. She said she wants something in Gadsden to get the people to stop; if they stop they will shop. She said she was bringing this agenda item before the Board of County Commissioners for their support.

Mr. Jackson stated the Art Community in Tallahassee is really booming. He said they had been intentional and strategic about where they are placing the art. He said there is a major market for it here in Gadsden County.

5. **Public Comments**

There were no additional comments.

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