

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL**

Minutes

Monday, February 15, 2016

Regular Meeting: 3:30 pm

Present:

Peter Patel, Chair of TDC

Keith Dowdell, Vice - Chair

Jeff DuBree

Brenda Holt

Carolyn Ford

Joe Munroe

Joe Bouch, Chisano

Sonya Burns, TDC Administrative Assistant

Attorney David Weiss

Beryl H. Wood, Deputy Clerk

Absent:

Matt Thro

Lee Garner (excused)

Clarence Jackson (excused)

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.

He then welcomed the two new members to the Council, Mrs. Carolyn Ford and Mr. Joe Monroe.

a. Election of Chairman and Vice -Chairman

- ◆ Keith Dowdell, TDC Chairman commented the Chairman of the TDC should be a Bed Tax Person. He said the Vice – Chairman could be anyone on the Council.

Election of Chairman

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DUBREE, THE CONCIL VOTED 6 – 0, BY VOICE VOTE, ELECTED PETER PATEL TO SERVE AS THE CHAIRMAN FOR THE 2016 TDC YEAR.

Election Vice – Chairman

UPON MOTION BY MR. MUNROE AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, ELECTED KEITH DOWDELL TO SERVE AS THE VICE – CHAIRMAN FOR THE 2016 YEAR.

2. Amendments to and Approval of the Agenda

There were no amendments to the agenda.

3. General Business

b. Approval of Meeting Minutes (October 2015)

OCTOBER 12, 2015 – TDC MINUTES

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE MINUTES FROM THE OCTOBER 12, 2015 TDC MEETING, THE LAST SCHEDULED MEETING.

c. RFP Updates for 2016 Bike Race and 2017 Crappie Tournament

2016 Bike Race – Informational

Ms. Burns commented on the 2016 Bike Race. She stated bids had gone out to over 10 vendors and they are scheduled to be opened on Wednesday, February 17, 2016 at 10:00a.m. She added as of this date, no bids have been received.

She stated last year the Bike Race was held Memorial Day Weekend. This year it will not be held in May due to the Regional Bike Race being held in April.

Mr. Dowdell asked about the company that held last year's Bike Race.

Ms. Burns said the company was Red Eye Devil Cycling Team. She said someone informed her that they have it advertised on their website. Even though, they are aware it was going out for RFP and nothing has been approved.

Joe Munroe commented that a food vendor contacted Main Street about Red Eye Velo and the Bike Race. He said it was listed on their site April 16-17, 2016. He then followed up with two of the organizers, Jamie Thompson and Pete Butler. He said they would not apply to do the race this year, but there was a third party (not sure of name) that wanted to apply and do the race. He said as of this date no one has contacted the City of Quincy.

Chair Patel asked Ms. Burns to keep them updated.

Crappie Tournament – Informational

Ms. Burns stated on the bid for the Crappie Tournament only 1 bid was received and reviewed. It was received by the Crappie Masters. She said Crappie USA who did the tournament last year, their bid was not received on time and the bid was returned. The bids were opened at 10:00 am and they received their bid by US Mail at 11:15 am. She asked the Council if they would like to accept the bid from Crappie Masters or reject and readvertise. She said originally it was sent out to over 15 vendors.

Mr. Dowdell asked was the bid Crappie Master's submitted within the TDC's budget.

Ms. Burns said they were way over budget, but originally the Council liked the idea of having the television commercials.

Mr. DuBree commented when they had Crappie USA with their 2-day event on Lake Talquin it was \$10,000. He said the amount for Crappie Masters is 1 –day \$7,500 and 2 –day \$15,000.

Mrs. Holt felt they should go with Crappie Master because of the TV time whether it is 1 day or 2 events. She said if the value is there, she had no problem with the price.

Mr. Bouch asked what they are getting, you need specifics. You could be getting just your logo shown. He cautioned them about finding out the specifics.

Mrs. Holt said she is looking for TV time. She asked that Mr. Bouch talk to Crappie Master's.

Mr. DuBree said they have a ½ hour long show. The show would take place at Lake Talquin. He felt both companies could do better with pre-marketing.

Ms. Holt offered a motion that they approve Crappie Masters contingent upon the interview and find out what their marketing and television time is. Mr. Munroe seconded the motion.

Chair Patel said if it is contingent it should be specific to something.

Attorney Weiss suggested tabling. If you make contingent, it should be contingent upon what, be specific. He suggested they request more information.

Ms. Holt said they did not want to open up for more bids. They want further information on the television.

The motion was withdrawn by Mrs. Holt and the second by Mr. Munroe.

Mr. Dowdell made a motion that they accept the bid from Crappie Masters with the prevision that we accept the bid, but would like specific details on what the television packet will include. Such as TV time and how many seconds or spots being specific.

Attorney Weiss reiterated the importance of tabling any decision until further information was received from Crappie Masters and next time it is before you vote on it.

UPON MOTION BY MR. DOWDELL AND SECOND BY MRS HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO TABLE THE DECISION ON CRAPPIE MASTERS UNTIL THE NEXT MEETING TO RECEIVE FURTHER INFORMATION. (Mr. DuBree abstained from voting.)

Mrs. Holt asked was it necessary for Mr. DuBree to abstain.

Attorney Weiss commented he felt he needed to abstain, because this could be seen as a direct benefit by virtue of people eating at restaurant or staying at the Lodge.

Mrs. Ford asked would this delay Crappie Masters, due to them being on timeline.

Chair Patel said they want to be sure of the air time they would be getting. He said if need be Ms. Burns could email them or they could call a Special Meeting to meet any time crunches.

Mr. DuBree said if you were to make a decision next month that is fine. He said their 2016 Tournament Season has just begun.

Ms. Burns commented she would call Crappie Masters in the morning to see what is offered with the TV time.

d. Riverway South 2016 Advertisement Request \$750.00

Sonya Burns, TDC Administrative Assistant

Ms. Burns commented on the Advertisement Request for Riverway South to pledge \$750.00 of TDC Marketing Dollars toward a cooperative advertising campaign. She said the funds would be used exclusively to promote our area as a destination, provide information on water-based activities, provide support to local festivals and community events, and for the purpose for the benefit of the TDC co-op members. She said they could also be a part of the decision – making process for the expenditure of these marketing dollars.

Mr. Patel asked did they have the dollars to spend.

Ms. Burns said the funds are there for approval, if granted.

Mrs. Holt asked for numbers to see the increase in the investment. She noted this is something she is asking all that solicit funding from the TDC. She encouraged them to invite the TDC to some of their sponsored events in the future. She asked Ms. Burns to please send note with the check to Riverway South that the TDC would like to be invited to events sponsored by the organization.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE \$750.00 FOR RIVERWAY SOUTH 2016 ADVERTISEMENT REQUEST.

e. 78 Madison Marketing Task Order(s)

- ◆ Sonya Burns, TDC Administrative Assistant
- ◆ Joe Bouch, 78 Madison Marketing Group

Ms. Burns commented on the task orders presented which was a total of 6. The first task order was for travel for the months (February, March, April, May and June) not to exceed \$300.00 each. The remainder was for: February 2016 Outdoor Advertising - \$3,295.00; February 2016 Media Initiatives -\$2,415.00; March 2016 Google Network Display Campaign -\$3,500.00; March 2016 Outdoor Advertising - \$3,295.00; March 2016 Media Initiatives - \$4,969.00.

Mr. Bouch explained what has taken place this for. He said the Facebook post and Ad Campaign was really off to a great start. A lot of people have inquired. He said they would continue the advertisement in the Florida Travel & Life E- Newsletter, also The Villages Daily Sun Newspaper. He mentioned the outdoor digital boards on West Tennessee Street, Tallahassee and on Capital Circle.

Mrs. Holt asked was there an increase at the Lake. She stated what would make potential visitors type in Gadsden County.

Mr. DuBree said he could recall some Facebook comments and different post on the Lake. There is a spike in interest.

Mr. Bouch said it will take time, “but the word is getting out that in Gadsden you can do something original.”

Mr. Munroe commented the posts are great. “The word is getting out.”

UPON MOTION BY MRS. HOLT AND SECOND BY MRS. FORD, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF ALL (6) TASK ORDERS PRESENTED.

f. Maurice Grant, Marley Music Fest (\$1,675.00)

Ms. Burns commented on the Marley Music Fest. She reminded the Council Mr. Maurice Grant was the one that put the Caribbean Fan Fest on back in October 2015. She said he has met all the requirements and only used \$3,500.00 last year out of the \$5,000.00 and is now eligible for \$1675.00.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE MARLEY MUSIC FEST AT \$1,675.00.

g. Black History Parade & Festival

Ms. Burns commented the Black History Parade & Festival could only receive help them with advertisement and they must meet the 150 mile radius. She said this application has not been reviewed by the application committee.

Jolene Williams, Class of 1982, which over the years has assisted the Gadsden County Educational Committee with the Black History Parade and Festival came before the Council and discussed the Black History Parade. She said they are trying to highlight the positive aspects and by doing historical research. She asked for help with advertisement. She would like to do TV advertisement and have flyers printed to pass out to surrounding counties.

Chair Patel explained that they would have to meet the 150 mile radius.

Attorney Weiss said the requirement was removed, the plan was revised.

There was discussion on whether the revision occurred or not. It was determined that it had been taken out.

Mr. Munroe commented in terms of marketing, he thought it had to be advertised outside of the County.

Attorney Weiss said they did remove the 150 mile requirement, however, you have to remember that tourism is defined by bringing tourism in from outside of the County.

Mrs. Holt asked about restrictions on new comers.

UPON MOTION BY MR. DOWDELL AND SECOND BY MRS. FORD, THE COUNCIL VOTED 6 -0, BY VOICE VOTE, TO APPROVE THE BLACK HISTORY PARADE AND FESTIVAL FOR \$1000.

Mr. Munroe suggested Mrs. Williams contact Roderick Scott a native of Gadsden County who is a natural historian and full of history?

h. Blue Ways Community Paddling & Trails

Marlyn Feaver came before the Council to discuss the Blue Way Community Paddling and Trails on Lake Talquin Report for Gadsden County. She gave a very detailed report. She said the document provided described paddling trails and camping sites along the perimeter of Lake Talquin, located in Leon County (Tallahassee) and Gadsden County (Quincy), Florida. It indicates established landings and camp grounds. It also recommends additional primitive camp sites which would enable paddlers to circumnavigate the lake with no more than 10 miles of paddling required between camp sites.

Mr. Munroe commented on the details of the shore line of Lake Talquin. A guide for kayakers on Lake Talquin are good. He said Mrs. Feaver's vision is big. He said it created a compelling argument for Gadsden County.

Mr. DuBree commented on how well the report was put together.

After such a profound presentation, Mr. Dowdell suggested he work with Mrs. Feaver to see how the TDC can assist with the task. He would bring the findings back to the Council.

Mrs. Holt mentioned Forever Florida. She also added this was a nice cause and a great presentation.

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

No additional items were discussed.

5. Public Comments

No additional public comment.

**Cultivating Futures in Agritourism & Agrimarketing 2- Day Event March 2-3 2016
Marianna, FL**

Ms. Burns commented on the Riverway South – Cultivating Futures in Agritourism & Agrimarketing a 2 –Day Event in Marianna, Florida. She asked for up to 2 people to volunteer and attend. The registration for the 2 –Day Event is \$35.00 per person totaling no more than \$70.00.

No one volunteered to attend the meeting, so it was suggested by Ms. Burns they let her know soon.

Mr. DuBree commented if two people from the Council aren't interested; he asked could it be opened up to a local farmer.

Mrs. Holt asked was that possible?

Attorney Weiss commented based on the statute he didn't think that type of expenditure would be authorized.

UPON MOTION BY MRS. FORD AND MR. DOWDELL, THE COUNCIL VOTED 5 – 0, VOICE VOTE, FOR APPROVAL OF 2 COUNCIL MEMBERS TO ATTEND THE RIVERWAY SOUTH – CULTIVATING FUTURES IN AGRITOURISM & AGRIMARKETING A 2 DAY EVENT IN MARIANNA, FLORIDA SCHEDULED FOR MARCH 2-3, 2016 AT \$35.00 PER PERSON.

Clerk's Office

Mrs. Holt referenced the 55th Annual Legislative Conference with the Florida League of Cities on November 19-20, 2015 in Orlando, Florida where Mr. Dowdell solicited travel and lodging from the TDC. It was approved by the TDC and later denied by the Clerk's Office. She stated the Clerk's Office asked for additional information on the tourism part of the Conference and she felt she submitted the necessary documents.

She commented they need to look at how the TDC Council is going to do this from now on, so they can determine what they are going to do so they won't miss out on other events and the chance to lobby for additional funding.

Mrs. Ford asked what reason was given for the denial.

Mrs. Holt said the reason given was it was not tourism related.

Chair Patel asked what recourse they would have in the future.

Mrs. Ford asked what the statute said. What is the power of the TDC, Board of County Commission and the Clerk's Office?

Mr. Dowdell commented despite all, he did attend the event. He mentioned they do have a partner looking to come to do an Agri- Pond and another to bring some jobs to this area. He said it was beneficial to go.

Attorney Weiss said this Council can make a policy, legislative type determination that you feel would benefit tourism. The Board of County Commissioners can make the same type of decision. He said ultimately before the Clerk approves anything, it's up to the Clerk's Office to evaluate whether or not they feel it's valid. If the Clerk as the Auditor makes the determination as the Auditor that it doesn't and he doesn't cut the check. The recourse for the Board would be to sue the Clerk. With a proceeding where you say this is your duty or administrative duty to sue the Clerk.

Mrs. Ford again asked what the statute said about the power of each of the Boards.

Attorney Weiss said this Board makes a legislative policy determination of what it thinks whether or not the expenditure is authorized. The Clerk is the Auditor and the Clerk makes his decision as well. If the Board disagrees with that, they have the option to sue the Clerk. The Clerk is responsible as the Auditor to do a prepayment audit.

Mrs. Ford said she was new to this Board, but had previously served on other Boards and stated that if the Clerk in any circumstance does not approve something, what they do is they cut the check. She said that was the power of this Board (TDC) and when they are audited it would be a finding on the TDC.

Mrs. Holt said the Clerk can't dictate what you do or don't do. She said the people from Collier County have sued their Clerk before and there have been others. She stated the bottom line you can't dictate when you can't determine if is or is not illegal. The reason she brought this up is when they approve something and it goes over to the Clerk's Office and they don't approve it actions needed to be taken. It's not anything against the Clerk. She said in certain situations the Clerk approves invoices and that's not how government should work. She said she was all in favor of suing the Clerk, "I don't have a problem suing the Clerk. I don't have a problem suing whoever else that refuses to do what the law says to do."

Rural Summit Event – Will be put on March Agenda (info only)

Ms. Burns commented on the Rural Summit Event by the Sheriff's Office and the attached letter submitted by Major Shawn Wood. She said this would be on the March Agenda for discussion for approval.

Major Shawn Wood asked for permission to put TDC on flyer for Summit that would be sent out to the Law Enforcement Community. He thanked the TDC for all their support and the past and would be back at the next scheduled TDC Meeting to discuss further with more specific details concerning this event.

Mrs. Holt asked if Major Wood would bring back the actual flyer, so they would have something to reference and he concurred.

Information only:

78 Madison Marketing Group 2015 End of Year Overview

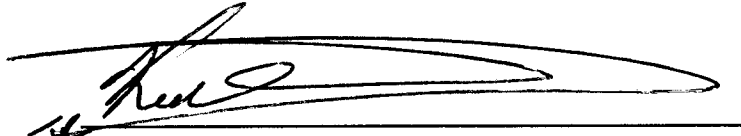
Facebook Overview for October-December 2015

Florida Statewide Comprehensive Outdoor Recreation Plan (CROP)

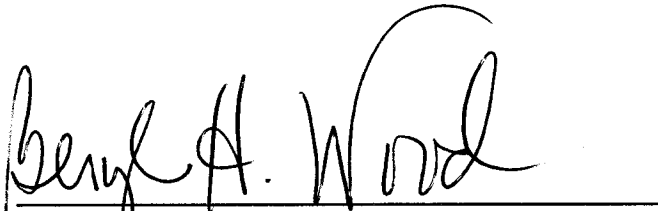
6. ADJOURNMENT

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED
AT 5:20 P.M.

GADSDEN COUNTY, FL



PETER PATEL, TDC CHAIR



BERYL H. WOOD, DEPUTY CLERK