

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES
Monday, March 21, 2016
Regular Meeting: 3:30 pm**

Present:

Keith Dowdell, Vice - Chair

Jeff DuBree

Brenda Holt

Matt Thro

Clarence Jackson

Carolyn Ford

Joe Munroe

Joe Bouch, Chisano via phone

Sonya Burns, TDC Administrative Assistant

Allara Gutcher, Director – Planning and Community Development

Attorney David Weiss

Beryl H. Wood, Deputy Clerk

Absent:

Peter Patel, Chair of TDC (excused)

Lee Garner

1. Pledge of Allegiance/Roll Call

Peter Patel, 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.

Motion to excuse Patel from the March 21, 2016 – Regular Meeting

UPON MOTION BY MR. MUNROE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO EXCUSE MR. PATEL FROM BEING EXCUSED FROM THE MEETING.

2. Amendments to and Approval of the Agenda

e. Gadsden Art Center One – Time Capital Funding Request 25k – pulled from the agenda

Grace Robinson, Director -Gadsden Art Center, explained that County Staff had asked her to bring this to this Council.

Mrs. Holt commented she was the swing vote, The Board voted for this item to come back before the BCC Board, once funds had been allocated from the City.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO AMEND AND APPROVE THE AGENDA AS STATED ABOVE.

3. **General Business**

a. Approval of Minutes (February 2016)

- ◆ Peter Patel, TDC Chairman

Mr. Munroe noted that on page 7 of the minutes the vote should reflect 5 – 0 in the motion, because he had departed at that juncture of the meeting.

UPON MOTION BY MR. MUNROE AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, TO APPROVE THE FEBRUARY MINUTES WITH THE NECESSARY CORRECTIONS.

b. **RFP Updates for 2016 Bike Race and 2017 Crappie Tournament**

- ◆ Sonya Burns, TDC Administrative Assistant

Ms. Burns commented on the RFP for the 2016 Bike Race. She said the only bid received was from Red Eye Velo. She asked that they deny or accept bid for the next 3 years. She said they budgeted \$10,000 for the Bike Race.

The primary goal of this event is to bring athletes and spectators from outside of Gadsden County into the area. Our athletes usually stay in hotels for two nights and often travel with other family members. The economic impact on a community is tremendous.

The secondary goal of the event is to showcase the County as a great place for sport/leisure and most of all bicycle racing.

Provide a top notch cycling event that may even have the potential to grow into other sports in the coming years such as bicycle touring and a 5K/10K running event.

The event scope would be to provide a Road Race, Time Trial and a downtown Criterium. These events will all be combined to create the Red Eye Velo Stage Race.

Top View Sports would be providing full liability insurance through the National Governing Body – USACycling.

Mrs. Holt left at 3:45pm to attend the TCC Gadsden Center grand opening.

Mr. Munroe said he was in support of the bike race but, had a problem with the timing. It would only give them a month to advertise and they still have to get permits from the City.

Mr. DuBree said bed nights would be a concern. He noted graduation was in April for the local colleges.

Ms. Burns said she would get with Mr. Butler or Mr. Molyneaux to voice the Council's concern.

Attorney Weiss said in the Strategic Plan and the budget it was 3 years for \$10,000 each year. He asked did they want to set a date, since that seemed to be the concern or let it be contingent upon a couple of dates.

Mr. Munroe said the lead time is short. He said it should be contingent upon them doing their homework. It shouldn't fall on the Council. He spoke of coordination with the City of Quincy.

Mr. DuBree said do you think it's possible to have some say on the date. He suggested it be contingent upon a date we give.

Mrs. Ford commented on the April date as well, being too soon.

Ms. Burns said we are hosting, giving them \$10,000 per year per 3 years. The National Bike Race is Memorial Day Weekend, so the usual date is not possible.

Mr. Dowdell said his only concern is the date.

UPON MOTION BY MR. THRO AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5-0, BY VOICE VOTE, FOR APPROVAL OF RED EYE VELO AT 3 YEARS AT \$10,000 PENDING THE APPROVAL OF PROPER PERMITTING FROM THE CITY OF QUINCY.

** Mrs. Ford commented not to have the Bike Race on April 30, 2016. They already have an event the TDC is sponsoring.

Crappie Tournament

Ms. Burns gave the update on the One and Two Day Tournament for the Crappie Tournament with the Crappie Masters.

Mr. DuBree said he would abstain from voting on the Crappie Tournament.

Attorney Weiss commented that it was at Mr. DuBree discretion to vote. He then explained if the Council had no financial gain they could participate in the voting process. He said each case is different; it is handled on a case by case basis.

Attorney Weiss said they have \$10,000 budgeted and anything over \$10,000 would go to the Board of County Commissioner. He said there are different options.

Mr. DuBree asked would this also be a 3 year contract.

Mrs. Ford asked for clarification on what was approved for 3 years.

Mr. Bouch commented on both the One day and One day with TV & the Two day & Two day with TV.

Attorney Weiss said the contract could be drafted to have the option to choose another option, not to lock in.

Mrs. Ford asked did they do this last year. Subsequent

Mr. DuBree said the turnout was ok, could be better. The weather is the question and it played a major factor.

Clarence Jackson arrived at this juncture of the meeting at 4:08pm.

Mr. Bouch's recommendation was the 2 day with TV for \$20,000 and go all out. He said a sweet spot for Gadsden County is fishing. They want to look good; it is an efficient way to get Gadsden County known. He feels the same as David; look at negotiating on years 2 & 3, based on year 1.

UPON MOTION BY MR. THRO AND SECOND BY MRS. FORD, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE CRAPPIE TOURNAMENT WITH CRAPPIE MASTER'S FOR THE \$20,000 FOR 2 DAY EVENT WITH TV FOR 1 YEAR WITH THE OPTION TO RENEW FOR SUBSEQUENT YEARS ON ANY OF THE 4 OPTIONS PRESENTED TO THEM AND TO INCLUDE A DASH BOARD AS TO THE PERFORMANCE THAT WE GET BACK AFTER THE EVENT, AS TO THE NUMBER OF PEOPLE.

c. 78 Madison Task Order(s)

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

Ms. Burns stated the task orders are listed and the amounts for April 2016 Google Network Display Campaign - \$3,500 & April 2016 Media Initiatives - \$4,915; May 2016 Google Network Display Campaign - \$3500, May 2016 Media Initiatives - \$4072 & May 2016 Southern Living Magazine -\$4,900.

UPON MOTION BY MR. MUNROE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE APRIL AND MAY TASK ORDERS.

d. Quincyfest Funding Application Request for \$5,000.00

Regina Davis, Quincy CRA, came before the Council to discuss the Quincyfest 2016 funding requested. She pointed out they had revised their application and discussed the TDC Marketing Funds on the last page. She said they are asking for \$2,865.50

Mrs. Ford asked how much the City of Quincy and the CRA had contributed to the Quincyfest.

Mr. Munroe said the City of Quincy has budgeted \$13,000. Additionally \$1,300 listed came from others.

Mr. Dowdell recalled the reason they are not asking the CRA to put any funds toward the Quincyfest is because they are trying to beautify downtown and have targeted other areas in the City that their funds would be used toward.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, TO APPROVE THE QUINCYFEST FOR 2016 AT \$2,865.50.

e. Gadsden Art Center One-Time Capital Funding Request 25k

- ◆ Grace Malloy, GAC Director

This item was pulled from the agenda at the beginning of the meeting.

After prompted by the Attorney as a precaution, he suggested it be tabled.

UPON MOTION BY MR. MUNROE AND SECOND BY MR. THRO, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, TO TABLE THE GADSDEN ART CENTER ONE – TIME CAPITAL FUNDING REQUEST 25K.

f. Apalachee Regional Planning Council Support Letter

- ◆ Allara Gutcher, Director-Planning and Community Development spoke on the C2B Chattahoochee to Bristol Trail which represents the opportunity to develop a unique Florida hiking experience in our area. The forests, streams and ravines along the Apalachicola River contain interesting biota and micro-climates along with various historic and cultural features.

Chris Rietow said Mrs. Gutcher has been a key asset. He said they are in the beginning stages. He said they are excited about the opportunities for the trail connecting Chattahoochee to Bristol.

UPON MOTION BY MR. MUNROE AND SECOND BY MRS. FORD, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL TO PROVIDE A SUPPORT LETTER TO APALACHEE REGIONAL PLANNING.

g. Highway 90 Corridor Update **(Material to be provided)**

- ◆ Allara Gutcher, Director-Planning and Community Development

Mrs. Gutcher expounded on Highway 90 Corridor Update. She said the result of production on the Hwy 90 Corridor is to get people off of I-10 and on to Hwy 90.

Mrs. Ford mentioned the Flea Markets in Chattahoochee which could be a highlight to get people on Hwy 90.

Mr. Munroe said the concept was good and the document looks great, but added before the final production that the typographical errors be corrected.

Mrs. Gutcher said they are bound to perimeters of the grant. The grant is specific to Hwy 90.

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

- Mr. Jackson talked about his absence due to his new addition to the family, little Ms. Jae. The Council welcomed him back and congratulated him on his bundle of joy.
- Mr. DuBree invited the Council out for the Big Bass Tournament this Saturday at the Lake.
- Mr. Thro commented on the bike travel has moved on to the design phase. It was approved and moved on to the next phase.
- Mr. Munroe commented on several things. He said they are working on a Tour of Quincy; Action plan for 2019 with Coca - Cola. He said they would like to take advantage of the year 2019 in addition to the 100 years of stock trade with Coca Cola. He said their hope was that they are trying to be proactive early enough.
- Mr. Dowdell said that people are bringing tourist to Gadsden County, but they go unnoticed. He wanted a gigantic Gadsden County, bring positive things to Gadsden County and let it be marketed about the good things in Gadsden County. Build Quincy Mrs. Ford said referenced on the resource guide on black residents. She mentioned the fantastic job done by Democratic Gala. We must tell our own story.

5. **Public Comments**

There was no additional public comment.

Information only:

US 231 Welcome Center 2016 Spring Festival -\$60.00

Ms. Burns said she would like to set up a booth at the US 231 Welcome Center 2016 Spring Festival. She asked that the Council to do a motion for the expenditure.

UPON MOTION BY MRS. FORD AND SECOND BY MR. JACKSON, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF US 231 WELCOME CENTER 2016 SPRING FESTIVAL AT \$60.00 FOR BOOTH SET-UP ON FRIDAY, APRIL 1, 2016.

6. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING
ADJOURNED AT 4:46 P. M.**

GADSDEN COUNTY, FL

KEITH DOWDELL, TDC VICE - CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK