

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES FOR
Monday, May 23, 2016
Regular Meeting: 3:30 pm**

Present:

**Peter Patel, Chair of TDC
Keith Dowdell, Vice – Chair
Lee Garner
Brenda Holt
Matt Thro (via phone)
Carolyn Ford (arrived late)
Joe Bouch, Chisano
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Director – Planning and Community Development
Attorney David Weiss
Beryl H. Wood, Deputy Clerk**

Absent:

**Joe Munroe (excused)
Clarence Jackson
Jeff DuBree**

Meeting started at 3:43pm due to the need of a quorum.

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.

2. Amendments to and Approval of the Agenda

No amendments were made to the agenda.

3. General Business

- a. Approval of Minutes (March 2016)
 - ◆ Peter Patel, TDC Chairman

UPON MOTION BY MR. GARNER AND SECOND BY MR.DOWDELL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE MARCH MEETING MINUTES AS PRESENTED.

b. Gadsden Art Marketing Report

Grace Malloy, GAC Director, presented a power point presentation on the Gadsden Art Marketing Report. She showed how the Gadsden Art Center has sent Tourism funds. She highlighted the National Accreditation, which makes them the 27th accredited art museum in Florida (2 in our region. She said their request is for \$2,000 per quarterly group of exhibitions with related events and programs; \$4,000 to promote AAM Accreditation with name branding – Gadsden Arts Center & Museum – and Vernacular Art Exhibition with the Met and Souls Grown Deep Foundation – Total \$12,000 to support year-round television and radio marketing in the broad region and nationwide marketing online.

Commissioner Holt and Garner mentioned the Highwayman Artwork. She mentioned the local concern in getting the local citizens active in the Arts. She asked how we can get African – Americans to support.

Commissioner Ford spoke on the revitalization of downtown through the art world. She mentioned it would be great if they came up with a vision for downtown. Mrs. Malloy said they are starting a brainstorming list with Regina Davis, CRA and they will continue to add and meet.

Commissioner Dowdell said the collaboration with the Schools and the Art Center is great and asked would they could continue to come to the schools and speak.

c. **78 Madison Task Orders Joe Bouch, 78 Madison Advertising and Marketing**

Ms. Burns presented the 78 Madison Task Orders for June at \$4,912.00 Media Initiatives, \$4,003.00 June Media Initiatives; July Media Initiatives \$1,466.00, July Initiatives \$4,003.00.

Mrs. Holt asked about the Villages. She said they visited. Mr. Bouch said they get questions and the shares on facebook and website visits. She asked about stay cards on the website.

Mr. Bouch said they could do that.

Mr. Dowdell said in the next report. He would like to know what the County is getting.

Mr. Bouch said there is measurement by Facebook. I can measure through bookings at hotels. He said all advertisement is branding. Measurement is the activity report, activity report on the website.

Mr. Thro asked was all that included in the budget.

Ms. Burn said yes, they are budgeted.

Mrs. Ford asked about a baseline.

UPON MOTION BY MR. THRO AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE 78 MADISON TASK ORDERS FOR ADVERTISING AND MARKETING AS STATED ABOVE.

d. **Golden Knights Motorcycle Club Funding Request (\$5,000.00)**

William Francis, Jr., Organization President, asked for funding (\$5,000) for the 4th Annual Banquet and Anniversary Celebration scheduled for September 16-17, 2016. He said this event brings other motorcycle clubs from all around together to raise funds to support various local organization in order to help meet the needs of the community/county.

Mrs. Burns confirmed for the Council that they are aware of the reimbursement policy.

Mr. James Taylor said they had a block of 22 rooms at the Parkway hotel.

Mr. Patel encouraged them to all stay in Gadsden County. He said he should reach out to the other hotels in the area.

Mrs. Holt talked about advertisement for their event and encouraged them to start early.

Mrs. Ford encouraged local hotels to work with them.

Mr. Patel said most hotels have their own discounted rates and they should contact them.

UPON MOTION MR. DOWDELL AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE GOLDEN KNIGHTS MOTORCYCLE CLUB FUNDING OF \$5,000.

e. **Apalachicola Arsenal Museum Funding Request (\$5,000.00)**

Linda Kranert, Grants Specialist, commented on her event they are hosting. The Florida Children of the American Revolution Annual Seminar from September 2 – 5, 2016.

Mrs. Holt said she wanted everything to appear realistic. Mrs. Kranert said they have hired someone to help with this event, Mr. Dale Cox.

UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE APALACHICOLA ARSENAL MUSEUM FUNDING FOR \$5,000.

4. **Budget Discussion – N/A**

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

Mr. Patel said please check on persons that are being missed for periods of time at the TDC Meeting.

6. **Public Comments – N/A**

Information only:

FAMU Farm Fest 2016 – June 11, 2016
Expenditure Update(s)

7. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING
ADJOURNED AT 4:42 P. M. DUE TO LOST OF A QUORUM.**

GADSDEN COUNTY, FL

PETER PATEL, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK