

**GADSDEN COUNTY  
TOURIST DEVELOPMENT COUNCIL  
MINUTES FOR  
Monday, June 20, 2016  
Regular Meeting: 3:30 pm**

**Present:**

**Keith Dowdell, Vice – Chair**

**Lee Garner**

**Joe Munroe**

**Jeff DuBree**

**Brenda Holt**

**Matt Thro**

**Carolyn Ford**

**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)**

**Clarence Jackson**

**Joe Bouch, Chisano**

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

Keith Dowdell, Vice -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. The deputy clerk led in roll call of the Council.

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

- Win - Win Football Camp (C)
- Gadsden County Chamber (D)

**UPON MOTION BY MR. GARNER AND MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO AMEND THE AGENDA TO ADD THE ABOVE C AND D.**

**3. General Business**

**a. Approval of Minutes (May 2016)**

**UPON MOTION BY MR. GARNER AND SECOND BY THRO, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE MAY MINUTES.**

Mr. Munroe commented that he would abstain from voting on the minutes, since he was not present at this meeting.

**b. Florida Governors Conference on Tourism – September 7<sup>th</sup> -9<sup>th</sup>, 2016**

Sonya Burns, TDC Administrative Assistant spoke on the Conference and that the \$2,640.00 allocated had to be split among the three.

The Council members that volunteered where: (DuBree, Dowdell, Munroe – alt. Garner).

**UPON MOTION BY MR. THRO AND SECOND BY MR. GARNER, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE 3 ATTENDEES TO THE FLORIDA GOVERNORS CONFERENCE ON SEPTEMBER 7<sup>TH</sup> -9<sup>TH</sup>, 2016 ON TOURISM AND THAT THE \$2640.00 BE SPLIT AMONG THE THREE ATTENDEES.**

**c. Win -Win Football Camp – Leroy Smith**

Leroy Smith, President from the Diamonds in Ruff spoke on his program and that they provide mentorship and teach youth the fundamentals of sports specifically football. He spoke on the Win – Win Football Camp and Cheerleading Camp and Health Day 4th Annual Summer Camp and Health Day. He petitioned the Council for Event Grant Funds for \$3,500. He said last year attendance was 200 participants, with 15 rooms. He said this year it should be more rooms around 25-30.

Mr. DuBree asked what type of t marketing?

Mr. Smith said he has a marketing team to help support within the different regions and facebook and Instagram.

Mr. Garner asked had they made the allocations for this year.

Ms. Burns said it is fine as long as they stay within the budget. She said there where funds allocated that had not been used.

Mrs. Holt asked how much was the amount.

Ms. Burns said she didn't have the amount at this time.

Mr. Thro asked was that because they took more than they were bringing in when they created the budget. He said they allocated a portion of those funds already in this budget.

Mr. Dowdell asked was their money in the budget they could use to approve this request.

Mr. Jeff Price said yes the \$17, 225 that's the budget amount for this fiscal year for marketing and it doesn't appear much has been used. He said they have used \$4,000 and it should be \$13,000 left.

Mr. Dowdell clarified to Mr. Smith that this was reimbursement basis.

Attorney Weiss reminded the Council because the agenda was amended to add, it can't be voted on.

Mrs. Holt questioned validity of that statement.

Attorney Weiss said Mr. Smith could do the advertisement and it can be approved, then he could

be reimbursed. “You can approve funding after the money has been spent.”

Mr. Munroe spoke in support and asked Mr. Smith to get everything lined up. Have everything together and when they meet next month it should be a go.

Mr. Dowdell asked Mr. Smith to get everything together and to Sonya and it will be on the July agenda.

Attorney Weiss commented whatever the Council approves he can still submit reimbursement on whatever you spend that can be reimbursable. He said the only thing by not voting today is the certainty that you are approved of a certain amount.

Mr. Smith asked on his flyers and advertisement would he include TDC.

Attorney Weiss commented yes, if you want the reimbursement.

Mr. Dowdell explained they can't take action tonight. He said the consensus was that it was a good event. He asked Mr. Smith to do advertisement and place on Instagram, Facebook and etc.

Mr. Munroe explained that if he could contact Mrs. Burns she would guide him by telling him what he should do.

*Mrs. Holt arrived at this juncture of the meeting @ 3:41p.m.*

Mrs. Holt said she felt this was a technicality in their by-laws, it should be voted on today. She spoke in support of the event. She recommended the by-laws be looked at.

Mrs. Ford spoke in support.

Mrs. Holt spoke about a calendar of his famous sport friends that he could do. She said calendar could be sold for profit.

#### **d. Gadsden Chamber of Commerce**

David Garner spoke on being the voice of the Community and in the Business District. They asked for a commitment on the Presidential Level - \$5,000, which includes sponsorship on certain events. He said they would like to offer Customer Service Training mentioned it was an area that the County could use improvement in and updating the Community Guide.

Mrs. Ford asked about the line item for membership.

Ms. Burns said currently the membership of the Chamber is not included. This is your budget presentation.

Mrs. Holt asked how much was given by the BOCC. He said \$80,000. She voiced she was not in favor. She felt they had received enough funding.

**Consensus was to further discuss doing the budget process.**

4. **Budget Discussion**

Mrs. Burn asked they email her all concerns and once the Review Committee meets should have a presentation at the next meeting she said they would have a report with the tentative budget for them to review and then move to BOCC for final approval. She asked they keep in mind the guidelines of the Strategic Plan, which they adopted.

Mr. Dowdell inquired about Total Salaries and Wages. He asked about the insurance figures.

Mrs. Burns said that is the portion of her insurance that the Tourist Development Council pays.

Mr. Thro commented on the increase from FY 2014/15 to FY 2015/16. He asked was there a change from how it was allocated from the County to TDC.

Mr. Jeff Price, Budget Director, said the salary increased, because she took on more responsibilities, so she received a raise. He said more of her time is used for TDC.

Mr. Price entertained various questions from the Council, concerning the budget.

Mr. Dowdell discussed his concerns with the Quincy Music Theatre and tourism.

Mr. Munroe spoke in support of the Quincy Music Theatre. He said they bring people from all over the place. He talked over the different activities that take place.

Mrs. Burn said the Quincy Music Theatre gives a report each year. She said she would ask them to come and report versus sending it as in the previous years.

Mrs. Burns said that she would have the budget modified by the next meeting. She asked that they send to her their concerns and then it goes to review committee and then back to TDC for discussion.

Mrs. Holt said we need to look at other avenues to get word out about TDC's available funds for good ideas. She suggested it be placed in the marketing fund to allow reaching other people.

Mr. Munroe spoke on the advertisements being dry, not graphic. He said they should be more expressive to get the people's attention.

Mrs. Ford spoke on notification that pops up that may be helpful to reach different people.

Ms. Burns spoke on massive mail-out to go to over 419 people that have reached out to Mr. Bouch. She said Dowdell, Holt and Jackson were on the Event Committee.

Attorney Weiss said it is an Event Grant Funds Committee. He said they would be allocating the \$19,000 between the applicants who have applied for grant funds. He said it was not a consideration of the entire budget. He said the Event Review Committee is limited to that particular line item. He cautioned that everyone that attends needed to be mindful that it

didn't turn into a TDC meeting. He said it is an Event Committee with only 3 people and it would come before the actual TDC for action.

Mrs. Burns asked that they send all comments and concerns to her concerning the budget and any event funding.

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

Mrs. Holt asked how they could promote county and there are people coming here, how can we accommodate them. How can we help get them organized to promote activities. The parking was a problem with the Chunky Sundays in Midway. She asked that it be placed on the Agenda.

Mrs. Ford mentioned the FAMU Field Day direct flow of traffic. She felt it was organized. She said the Joe Adams Road space would also be great space for some type event. She said if the traffic is directed then any event can be great.

Mr. Thro said he used FAMU Field Day as an example of not to do it. He mentioned his parents had gone and it wasn't well organized.

Mr. Dowdell said at one point they used the business park behind National Guard Armory for the Luau. He felt it was well planned and worked out very well.

Mrs. Burns mentioned that Mike Vallentine, Crappie Tournament, she said he would be here July 20, 2016 to meet with staff. Mrs. Burns gave the next meeting date and Mr. Munroe and Mrs. Ford said they would not be in attendance for the July 18, 2016 meeting.

Mrs. Ford asked what the process to evaluate the 2016 Strategic Plan was. What is the process to change the Strategic Plan to reflect the makeup of this county? She asked that it be placed on the agenda for August.

Mr. Garner invited the Council to their Firework show in Chattahoochee on July 4, 2016.

Mr. Munroe said Quincy Mainstreet applied for \$50,000 grant to update the historic walking tour of Quincy. He said it would include the Southside and First Elizabeth's Cemetery as well as the Western and Eastern Cemeteries.

Mr. Dowdell said he had no comments.

Mrs. Holt suggested they put together a Tourist Development Events Calendar where it could be placed on the websites to let people know what's taking place in the County, so they will know how to plan their events.

**6. Public Comments – No additional comments.**

- Next meeting July 18, 2016

**Information only:**

Expenditure Update(s)

7. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING  
ADJOURNED AT 5:08 P. M.**

**GADSDEN COUNTY, FL**

---

**KEITH DOWDELL, VICE- TDC CHAIR**

**ATTEST:**

---

**BERYL H. WOOD, DEPUTY CLERK**