

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES
Monday, July 18, 2016
Regular Meeting: 3:30 pm**

Present:

Keith Dowdell, Vice – Chair

Joe Munroe

Jeff DuBree

Brenda Holt

Matt Thro

Carolyn Ford

Sonya Burns, TDC Administrative Assistant

Allara Gutcher, Director – Planning and Community Development

Joe Bouch, 78 Madison

Attorney David Weiss

Marcella Blocker, Deputy Clerk

Absent:

Peter Patel, Chair of TDC (excused)

Lee Garner (excused)

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

There were no amendments to the agenda.

3. General Business

a. Approval of Minutes (June 2016) – KEITH DOWDELL – TDC – VICE CHAIR

UPON MOTION BY MRS. FORD AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JUNE 20, 2016 MINUTES.

b. Budget Discussion/Approval Sonya Burns, TDC Administrative Assistant, Jeff Price, OMB Office

Mrs. Burns discussed the budget proposal for the upcoming FY16-17 beginning October 1. She asked for a recommendation for presentation to the BOCC.

Mr. DuBree inquired what had been done in the past for the Art Center and the Quincy Music Theatre.

Ms. Burns said it was \$6,000 and it had not changed.

Mr. DuBree commented on the Chamber. He felt they needed some level of membership if not the \$5,000, which was requested, at least \$2,500.

Mr. Munroe mentioned TDC had memberships in other organizations. He asked on what level.

Ms. Burns said Visit Florida was around \$330.00 annually and RiverWay South \$5,000 annually.

Mr. Thro appeared at this juncture.

Mrs. Holt responded that she was totally against giving additional funds to the Chamber. She said she was looking at accountability and she hasn't seen it.

Mr. Dowdell said the Chamber had asked for \$5,000. He said in past Sonya stated they had only be given \$2,500.

Mrs. Holt inquired about advertisement; there should be an increase in the numbers. She said as it relates to the Board no one serves on Chamber and has no say to how funding is spent. She said it makes no sense to give additional funding. She was however, in favor of making a line item until accountability was in place.

Mr. Dowdell asked was there any way for the Chamber to give a presentation. He asked was there funds in the budget to be allocated.

Mrs. Burns spoke on the urgency of getting the budget approved today for TDC.

Mr. Price said they could put funds in for 2017 and if they don't spend it, it would be there.

Mrs. Ford said she agreed with Mr. Dowdell they should do proposal and tell how the funds would be spent.

Attorney Weiss commented and said with respect for legal standing of conflict of interest. He said by sitting on the Board does not make conflict of interest to receive financial support personally.

Mr. Dowdell said earlier this year the City of Quincy appeared and requested funds. He was told by the Attorney he had to abstain.

Mr. DuBree made a motion to add line for support to Chamber for up to \$2,000 and hear presentation once more and if they do, it should be done quarterly. The Chamber presentation should include a report of what tourism they have brought to the County.

Mr. Thro said it appeared there was \$12,000 in that line item - §120-0020-53400.

Attorney Weiss said Chamber did not fit in category, since this is referenced to the State Statue.

Mr. Price said one line item was the State Statue Funding and the other is Personal Services.

Mrs. Ford asked if they had any flexibility.

Mr. Price said they had a \$90,000 budget for marketing.

Mr. Dowdell asked if they add the line item, how much money was to go in it.

Discussion occurred among the Council.

Mr. Price recommended they open an account “ReContingency”.

UPON MOTION BY MRS. FORD AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 - 0, BY, VOICE VOTE, TO SET UP LINE ITEM “RESERVED FOR CONTINGENCY” AND MOVE \$10,000 FROM RESERVED.

UPON MOTION BY MR. THRO AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE FY 16-17 BUDGET RECOMMENDATIONS.

c. Approval of Task Orders -Joe Bouch, 78 Madison

Mr. Joe Bouch appeared by the Council. He commented on the August and September 2016 Media Initiatives which includes Facebook, Google Network Display Campaign, Florida Travel, Life Solo E – blast, FL, GA, ALA and Village Sun Newspaper Ad.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDERS FOR AUGUST AND SEPTEMBER 2016.

d. Approval/Award of RFQ No. 16-16 Marketing Services Sonya Burns, TDC Administrative Assistant, Joe Bouch, 78 Madison, Marketing and Advertising

Ms. Burns said the contract for marketing services with Chisano will be ending soon. She said They did an RFQ and of this date have only received one back. She asked for approval to approve 78 Madison for marketing and advertising recommendation to the BOCC.

Mr. Bouch said they did a case study on the RFP and it gave a return of investment. He said as agency they have changed over the last 2 years. He then gave an update on the RFQ that was presented.

Mrs. Ford inquired about 78 Madison’s budget.

Mr. Munroe said it wasn’t required for the RFQ, therefore one was not submitted. He did however, say that he could put some numbers together.

Ms. Burns said before the contract is signed the numbers would be discussed.

Mr. Munroe made a recommendation to accept 78 Madison was seconded by Mrs. Ford.

Discussion was held by the Council.

Mr. Thro said he felt it would be helpful to have a dashboard and quick synopsis at every meeting.

UPON MOTION BY MR. MUNROE AND SECOND BY MRS. FORD, THE COMMISSION VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE RFQ RECOMMENDING 78 MADISON AS THE MARKETING COMPANY FOR THE TDC FOR THE NEXT FISCAL YEAR.

Attorney Weiss clarified with the Board the approval was for the next fiscal year and he wanted to make sure when they are drafting. He said the way the RFQ was submitted was up to 3 years with up to 2 , 1 year extensions. He asked did they want to include extensions to recommend to the BOCC. He stated the last contract was for 1 new year with an option for another year.

Discussion occurred among the Council.

Mrs. Holt said to approve as it is and then hammer out the terms. She said the contract should be discussed and then if they want extensions they would be added then.

Consensus of the Council was to look at the extensions for 78 Madison when they receive the contract.

e. Review Events Committee Appointment - Sonya Burns, TDC Administrative Assistant

Ms. Burns said with the resignation of Clarence Jackson it has left a void on the Review Events Committee. She commented several have submitted applications to be on the Council and only one as of today's date qualifies, Jerrod Holton. She said they need to appoint someone to the Review Events Committee.

Mrs. Holt nominated Carolyn Ford and it was second by Mr. Dowdell.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF MRS. FORD AS THE APPOINTEE TO THE REVIEW EVENTS COMMITTEE.

Mr. DuBree nominated Joe Munroe as the alternate.

Mr. DuBree said he would like to see more interest from people that would benefit from tourism. He expressed there was a lot of great minds on the Committee.

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

- Mr. Munroe commented the Quincy MainStreet application for \$50,000 for the expanded district of historical walking tour of Quincy that has been approved. He said attention will be given to the East, West and First Elizabeth Cemeteries.
- Mrs. Ford said she was concerned that a lot of information regarding TDC was not getting out. She mentioned that she and Mr. Munroe were involved in an Art and Historical Culture aspect of the County. She discussed \$15,000 which would be used in part for revitalization. She said for the next 3 – 4 months they would be going out to see and converse with citizens on how they think and what they would like to see in revitalizing downtown.
- Mrs. Holt thanked everyone for their support during her time of bereavement with her 2 brothers and one who has been very ill. She also mentioned the closing of her business “Sugars”, which was located downtown.
- Ms. Burns said Mr. Valentine of Crappie Masters will be present on Wednesday to give information regarding the fishing tournament to be held in the 2017.

Mrs. Holt said on Thursday she would be in Los Angeles. She was appointed to the Rural Caucus.

- Mrs. Ford mentioned there would be a Rural Economic Development Summit in Orlando during the month of September.

Ms. Burns said she would have to see how it ties into tourism and make sure there are funds to cover the Summit before consenting.

- Mr. Dowdell said the City of Quincy is looking at property where the old Kelly Jr. used to be downtown for City functions.

5. **Public Comments (3 Minutes)**

There were no additional comments.

Information only:

Expenditure Update(s)

78 Madison Marketing Update and Report(s)

Adjournment

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING
ADJOURNED AT 4:57 P. M.**

GADSDEN COUNTY, FL

KEITH DOWDELL, VICE- TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK