

**GADSDEN COUNTY  
TOURIST DEVELOPMENT COUNCIL  
MINUTES**

**Monday, August 22, 2016  
Regular Meeting: 3:30 pm**

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**Present:**

**Peter Patel, Chair of TDC (arrived late)**  
**Keith Dowdell, Vice – Chair**  
**Lee Garner**  
**Jeff DuBree**  
**Carolyn Ford**  
**Jerrod Holton**  
**Sonya Burns, TDC Administrative Assistant**  
**Joe Bouch, 78 Madison**  
**Attorney David Weiss**  
**Beryl H. Wood, Deputy Clerk**

**Absent:**

**Brenda Holt**  
**Matt Thro**  
**Joe Munroe (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. GARNER, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JUNE TDC MINUTES.**

**b. Welcome New Member(s) Councilman Jerrod Holton Dowdell welcomed Mr. Holton**

Mr. Dowdell welcomed the newest member to the Tourist Development Council. Mr. Jerrod

Holton, Councilman for the City of Midway.

**c. Approval of Marketing Service Contract - 78 Madison Marketing & Advertising**

Mrs. Burns asked for approval of Marketing Service Contract, which was presented as Exhibit B.

Mr. Dowdell said that the discussion was 1 or 2 years.

**UPON MOTION BY MR. GARNER AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF 3 YEARS WITH A POSSIBLE 1 YEAR EXTENSION.**

**d. 78 Madison Task Order Garner/ Holton 5-0 approved**

Ms. Burns asked for approval for the 78 Madison Task Orders; Media Plan 2015-2016 for September – Location 1 – Board #2340 located on the East side of Magnolia, North of Mahan Drive – facing Southwest - \$2,117.70; Location 2 – board #3060 located south side of W. Tennessee Street at Whitehall, facing east - \$1,882.40 totaling \$4,000.10.

**UPON MOTION BY MR. GARNER AND SECOND BY MR. HOLTON, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE 78 MADISON TASK ORDER TOTALING \$4,000.10.**

**e. Approve Funding Request Win Win Camp – Leroy Smith - \$3500**

Mrs. Burns reminded the Council of the request from Leroy Smith of the Win Win Camp. She said he meet all the requirements. She said he submitted copies of paid invoices.

Mr. DuBree asked about the other source of revenue. He asked about the matching funds.

Mrs. Burns said that he did have other matching funds for the amount of \$1500.

**UPON MOTION BY MRS. FORD AND SECOND BY MR. GARNER, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE REQUEST FOR WIN – WIN CAMP IN THE AMOUNT OF \$3,500.00.**

**1. Items of Discussion from Council Members (no vote items)**

- Mr. Garner commented on the Fishing Tournament and the Native Pow – Pow/Main Street for the City of Chattahoochee.
- Mr. DuBree commented on the Bass Masters a group involved of high school students. He said they had no way of doing marketing. They simply email blast members. He said they were looking for \$500-1000 of support. He said he was in support of this because they need to find people to come in for bednights.

Mrs. Burns replied it was time to revise the Strategic Plan and revision of this would help in this situation. “You originally took it out. You can put it back in.”

Attorney Weiss commented it is out as a requirement. It is something that we consider. He said the reason that it was taking out because they wanted to fund things that did not require a bed nights.

Mrs. Ford said if they add an/or, would that take care of it. She asked about marketing vs. grant funds.

Attorney Weiss said the TDC can host the event. He said the grant is involved more with marketing.

Mr. Dowdell asked what they could do for this organization.

Mrs. Burns advised they could submit as a grant. She asked Mr. DuBree to make contact, so they would be able to submit an application.

Attorney Weiss said I wouldn’t call it a grant, but that is the avenue.

Mr. Dowdell said they would like to welcome any credible application.

Attorney Weiss said the TDC logo should be added to all they send out electronically.

Mr. Holton asked was there a boiler plate application. For example, something they can use, such as a tentative copy.

Mrs. Burns said she would put them the in contact with Mr. Bouch.

Attorney Weiss said a boiler plate application, would be something great to have. He said that was a great idea.

*Peter Patel entered at this juncture at 4:03p.m.*

- Mrs. Ford talked about the restarting of Chunky Sunday. She said she wanted people to come here, but make it an organized event with the municipalities.
- Mr. Holton replied that the events held in Midway this year where not City sponsored events. He said they are currently discussing ways to have a City sponsored event and kick it off in the spring.

Mr. Dowdell announced the Red Eye Velo Challenge Stage Race – August 27-28, 2016 and the Golden Knights scheduled for September.

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

There was no additional public comment.

➤ **Next Meeting – September 19, 2016**

**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 4:09 P. M.**

**GADSDEN COUNTY, FL**

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**KEITH DOWDELL, VICE- TDC CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**