

**GADSDEN COUNTY  
TOURIST DEVELOPMENT COUNCIL  
MINUTES  
Monday, September 19, 2016  
Regular Meeting: 3:30 pm**

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**Present:**

**Keith Dowdell, Vice – Chair  
Brenda Holt (via phone)  
Joe Munroe  
Jeff DuBree  
Carolyn Ford  
Jerrod Holton  
Sonya Burns, TDC Administrative Assistant  
Attorney David Weiss  
Beryl H. Wood, Deputy Clerk**

**Absent:**

**Peter Patel, Chair of TDC  
Lee Garner  
Matt Thro  
Joe Bouch, 78 Madison**

**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.

**UPON MOTION BY MRS. FORD AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.**

**3. General Business**

**a. Approval of Minutes (August)**

**UPON MOTION BY MR. HOLTON AND SECOND BY MR. DUPREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AUGUST 22, 2016 MINUTES.**

b. **FBN High School Qualifier – Fishing Tournament**

Ms. Burns explained this was the item(Fishing Tournament to be held at Lake Talquin)that Mr. DuBree brought to the Council last month and she was asked to place it on the agenda.

Mr. DuBree reminded the Council this was the group that didn't have a need for marketing dollars, but they thought it a good idea to assist. They do provide bed nights. He said he called Ingram's Marina this morning and they currently have 25 room nights booked for this event and Whippoorwill they have 10 nights totaling 35 room nights as a result of this event.

**UPON MOTION BY MR. MUNROE AND SECOND BY MR. HOLTON, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF \$1,000 FOR THE FBN HIGH SCHOOL QUALIFIER – FISHING TOURNAMENT.**

c. **Events Committee Review Report Sonya Burns**

The Events Committee Review Report that was recommended on July 7, 2016 was submitted by Ms. Burns to the entire Council.

**UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE EVENTS COMMITTEE REVIEW REPORT.**

d. **78 Madison Task Orders for October and November**

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE OCTOBER 2016 MEDIA INITIATIVES (OUTDOOR BOARDS – TOTAL \$4,001.00) OCTOBER 2016 MEDIA INITIATIVES (FACEBOOK \$3,750.00) AND NOVEMBER 2016 MEDIA INITIATIVES (OUTDOOR BOARD – TOTAL \$4,001.00) NOVEMBER 2016 MEDIA INITIATIVES (FACEBOOK -\$3,500)**

e. **Governor's Conference on Tourism Update**

Each of the Commissioners (Munroe, DuBree, and Dowdell) gave an update on the Governor's Conference. Questions were posed by the Commissioners. Mr. Dowdell suggested they advertise Gadsden more. Ms. Burns shared a video on tourism from Mr. Dowdell that was shown at the Conference. Mr. DuBree said in sharing their perspective counties they got out in the county and took pictures to share promoting Gadsden.

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

Mrs. Ford commented that Mr. Bouch may not understand the culture make up of Gadsden County and that it may be beneficial to have someone to help him. She suggested having a festival and making it regional to attract people to Gadsden County.

Mr. Munroe said in addition to that he would also suggest rolling some festivals into a month long of activities.

Mrs. Holt suggested they form a sub-committee to come up with some type of festival. She asked that it be added to the next agenda.

Mr. Dowdell said that it could be a tourist sponsored event.

Ms. Burns stated she would have a draft copy of the Strategic Plan at the Oct. 17, 2017 meeting. She gave an update on the Bike Night, where she worked as the welcoming committee and provided t-shirts, bags and etc.

Mr. Munroe commented they should save the date for Porch Fest Sketch Fest on October 2-23, 2017.

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

There were no additional public comments.

**Information only: (EMAILED)**

**Gadsden County TDC 2016-2017 Marketing Recommendations**

**Gadsden County TDC Oct. 2016-Sept. 2017 Media Plan**

6. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING  
ADJOURNED AT 4:16 P. M.**

**GADSDEN COUNTY, FL**

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**KEITH DOWDELL, VICE- TDC CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**