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County Administrator

**PETER PATEL**  
TDC Chairperson

**GADSDEN COUNTY**  
**TOURIST DEVELOPMENT COUNCIL**

**MEETING MINUTES**  
**November 21, 2016 - 3:30 P.M.**  
**Edward J. Butler Governmental Complex**

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**Present:**

**Keith Dowdell, Vice – Chair**  
**Lee Garner**  
**Jeff DuBree**  
**Brenda Holt**  
**Joe Munroe**  
**Carolyn Ford (arrived late)**  
**Sonya Burns, TDC Administrative Assistant**  
**Attorney David Weiss**  
**Beryl H. Wood, Deputy Clerk**

**Absent:**

**Peter Patel, Chair of TDC**  
**Jerrold Holton (excused)**  
**Matt Thro**  
**Joe Bouch, 78 Madison**

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

Keith Dowdell, 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**

**UPON MOTION BY MR. DuBree AND SECOND BY MR. LEE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA AS STATED.**

**3. General Business**

**a. Approval of Minutes (October Meeting) Peter Patel, TDC Chairman**

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 - 0, BY VOICE VOTE, FOR APPROVAL OF THE OCTOBER 17, 2016 MINUTES.**

**b. Discussion and Approval of FY 2016-2017 Strategic Plan - Sonya Burns, TDC Administrative Assistant III**

**UPON MOTION BY MR. GARNER AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE DISCUSSION OF THE 2016-2017 STRATEGIC PLAN.**

*Carolyn Ford arrived at this juncture of the meeting.*

Mr. Munroe commented on scheduling of events not on football weekends would be a great edition. He commented on regional versus room night events, not comfortable with marketing funds how listed on this tentative copy of the strategic plan.

Mr. DuBree commented suggested changing to recommended. Events that do have room nights would get upper hand, but if there was money left over could get more.

Mrs. Ford asked how many events have had the nights. She suggested it stay as it is, because people can't benefit from this. She said, they are pricing themselves out of the game.

Ms. Burns said only one the Golden Knights.

Mr. Dowdell asked why it is two different charts.

Ms. Burns said you only have 3 events that actually bring in bed nights.

Mrs. Holt said they would drop off after 3 years. She suggested they lower the numbers.

Mr. Garner said the purpose is to have "Heads in Beds" suggested starting slow to build up.

Mr. DuBree said the bed nights are serious. Maybe they would market more if they could receive more funding for getting people to spend the night. Suggested the incentivize be in there.

Mr. Dowdell stated what we are saying is, "that we add exception because we need to add bed nights."

Attorney Weiss commented he felt the same way. It is a projected room night number. "You are supposed to give funding on projected room nights. He said you could add the language."

Mrs. Ford stated we have only two TDC sponsored events. She said the impact is greater, so don't price the others out. "Encourage them to go into the hotels, lower the numbers"

Attorney Weiss said the numbers you need to look are how many bed nights it will produce, you may need to modify.

Mr. Dowdell asked were they on a timeline to approve.

Mrs. Burns said she would like to approve before 2<sup>nd</sup> meeting in December.

Attorney Weiss said they can bring back, we need direction.

Mr. Munroe said the point is to have bed night needs included and maybe the wording recommended. He said then it would be up to the Council to decide if it would be funded to that recommended amount or more.

Mr. Dowdell asked is there flexibility written in there.

Attorney Weiss said it is not, the way it is written now. You have a maximum funding award you can't exceed per bed nights. He said you could add recommended. He said he was not in favor of regulations that are recommendations, because then you can just ignore. He said if the Council wants to add you can. It would still be in the document as a recommendation. He said it was up to them if they wanted to make it a recommendation in a more aspirational type issue."

Mrs. Holt said she was not in favor. She felt it was too much flexibility.

Mr. DuBree suggested shifting category 5 and shift everything up to where less than 25 would be available for up to \$2000 and we would only have 4 categories. You would have a marginal impact, which would be less than 25, average impact and the maximum impact. You would do away with the \$1,000 and shift the \$2,000 and \$2,500, \$3,500 and the \$5,000 up to the first 4 categories and anything 75 and over would be eligible for the \$5,000.

Ms. Burns said the \$5,000 must go before BOCC for approval.

Mr. Munroe said this formula was more realistic from a marketing standpoint.

Mr. DuBree reiterated his suggestions and adding the only other change would be the room nights for category 4, which would be 75 or over.

Mr. DuBree restated the motion: Category 1 would be marginal impact, 25 or less, maximum funding award would be \$2,000. Category 2 would be average impact, room nights 25-50, eligible funds \$2,500; Category 3 would be significant impact, 51 – 75, eligible funds \$3500 available funding; Category 4 would be maximum impact, room nights 75 or over, maximum award fund \$5,000.

Attorney Weiss added one correction that it be **over 75** in Category 4. He said it would be the same in category 1 rather 25 or less it would read **less than 25**.

**UPON MOTION BY MR. DUBREE AND SECOND BY MR. GARNER, THE COUNCIL VOTED 6 – 0, BY VOICE, FOR APPROVAL OF THE STRATEGIC PLAN FOR FY2016-2017 WITH THE RECOMMENDED FUNDING CHANGES AS STATED ABOVE.**

**c. 78 Madison Task Orders - Joe Bouch, 78 Madison - Sonya Burns, TDC Administrative Assistant III**

**UPON MOTION BY MR. MUNROE AND MR. GARNER, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDERS FOR DECEMBER, JANUARY, FEBRUARY 2017 FOR A TOTAL OF \$1,500.**

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

Mr. Garner announced the City of Chattahoochee final Friday night of each month for live entertainment. He said that he had 78 bed nights for the Pow-Wow at the campground.

Mr. Munroe announced the Main Street's Light up the Holidays on December 15, 2016 (Thursday) along with the Christmas Parade. He said they are sponsoring a contest for the downtown merchants to decorate their windows as they did on last year and hopefully more would be involved.

Mrs. Ford said she would wait until the December meeting for additional comments.

Mr. DuBree said he had no additional comments.

Mrs. Holt asked was anyone from the Tourist Council appointed to the GCDC. She spoke on the importance of having someone and she said she would like to nominate Carolyn Ford.

Attorney Weiss commented they can't add any action items. He suggested they wait until the next meeting. There were questions on the absence of Peter Patel who is the GCDC representative.

Mr. Dowdell gave goodbyes to all, as this was his last TDC meeting. He said that he had resigned from the City Commission to pursue the County Commission District 5 seat and that Angela Sapp would be the new representative for the City. He wished everyone a Happy Thanksgiving and prosperous New Year.

5. **Public Comments (3 Minutes) – none**

6. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING  
ADJOURNED AT 4:37 P. M.**

**GADSDEN COUNTY, FL**

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**KEITH DOWDELL, VICE -CHAIR**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK**