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**TOURIST DEVELOPMENT COUNCIL**

**MEETING MINUTES – CONFERENCE CALL**  
**WORKSHOP**  
**April 27, 2017 at 11:00 A.M.**  
**Edward J. Butler Governmental Complex**

**Present:**

**Joe Bouch**  
**Joe Munroe**  
**Lee Garner**  
**Jeff DuBree**  
**Carolyn Ford**  
**David Weiss, County Attorney**  
**Beryl H. Wood, Deputy Clerk**

***Note: Summary of Conference Call***

**Call to Order:**

The meeting was called to order at 11:00 A.M.

Mr. Bouch explained the purpose of the call was to update and go over new ideas for the 2016-2017 GCTDC Marketing Update and Recommendations.

Attorney Weiss stated on this call, there would be no voting, only discussion.

Mr. Bouch highlighted the power point presentation. He said this is the same one he wanted to present at the March meeting, but there was no quorum. He moved to slide 7 – the 3 ideas to bring to TDC to start thinking about a brand; awareness; boost tourism in Gadsden County as a destination worth coming for a vacation. He said he felt it was time to get stakeholders involved.

Suggestion(s): To add blog to website, make changes to website, content change, stakeholders became bloggers; write a particular interest about things to do in Gadsden County.

Mr. Munroe said do you have people interested in blogging. He suggested coordinating with the Chamber of Commerce they have parts we don't have. He said a MainStreet was coming to Havana and that could potentially be helpful.

Mr. Bouch said this is the first call. No we don't have interaction with the Chamber at this point. He said he knows it will take a few of us that are willing to reach out to make it work.

Mr. DuBree brought up one the former marketing companies Ron Sachs. He said they used a blog. The residents did it. He said the Chamber is a key stakeholder. He recalled them coming before TDC to become a member. He said when they were members it was successful.

Mr. Bouch said on the blog, maybe doing it on a monthly basis would be beneficial.

Mr. DuBree recalled there was a blog written on Lake Talquin. He felt it did increase traffic.

Consensus of the Council that it would be a great idea to begin a blog.

Mr. Bouch said he would put together a game plan on how to move forward. He said he would have a sheet/outline to send at the next Council meeting. (He mentioned Julia Todd – Blogger.) He discussed messaging for the County (Brand). Stakeholders could offer incentive, such as discounts. He said the cards could be Original Escape or Get Away Cards. Anything that pertains to business that target and give discounts. He said they would need to see if there would be interest in this project first. It would be similar to a free card smart phone printout. It would be a perk to visitors, just another angle to market.

Mr. Munroe said he would appreciate it as a visitor or tourist. He said they may want assistance of the Chamber.

Mr. Garner commented it would really be nice for the campgrounds.

Mr. Bouch said the focus would be on the website. It will have rules; will give a little free advertisement for participating. He then commented on the GCTDC Promotion Vehicle. He said that it's just marketing. It would be huge for targeting visitors. A piece that would appeal to a younger audience. It would last a long time and would be a part of a promotional tour. He said he just wanted to put it out there and it would tie well with the "Do Something Original" slogan.

Mr. Munroe said he felt it was a great idea, but maybe they could compromise with an existing County Vehicle. He said they should look into other ways, not for buying a vehicle.

Mr. Garner said if he had decals, he would be happy to place them on the City Car. He felt buying a car would be something up the road. He said they might want to think outside the box. There are opportunities for some fundraising to attract younger audience.

Mr. DuBree said he had seen this type of advertisement done with the wrap on municipality vehicles. He said a truck, boat or jeep would be nice.

Mr. Garner left the call at this juncture 11:33 am of the meeting.

Mrs. Ford entered the call at this juncture 11:33 am and was given a recap.

Mr. Munroe left at this juncture 11:35 am.

Mr. Bouch said he would bring to TDC for presentation at the next meeting.

Attorney Weiss reminded them to call for public comment.

Mr. DuBree called for public comment and there was none.

The Conference Call adjourned at 11:35 am.

**Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 11:35 A.M.**

**GADSDEN COUNTY, FL**

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**Jeff DuBree, Acting Chair  
Tourist Development Council**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK for  
NICHOLAS THOMAS, CLERK**