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GADSDEN COUNTY TOURIST DEVELOPMENT COUNCIL

MEETING MINUTES

April 17, 2017 at 3:30 P.M.

Edward J. Butler Governmental Complex

Present:

Jeff DuBree
Joe Munroe
Brenda Holt
Carolyn Ford
Peter Patel
Sonya Burns, TDC Administrative Assistant
Attorney David Weiss
Beryl H. Wood, Deputy Clerk
Joe Bouch, 78 Madison

Absent:

Matt Thro
Lee Garner (excused)
Jerrod Holton (excused)
Angela Sapp

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

Jeff DuBree, Acting Chairman of the TDC called the meeting to order at 3:30p.m. with a quorum present and lead in Pledge of Allegiance.

2. **Amendments to and Approval of the Agenda**

UPON MOTION BY MS. HOLT AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA AS STATED.

3. **General Business**

a. **Approval of Minutes (January Meeting)**

UPON MOTION BY MRS. FORD AND SECOND BY MS. HOLT, BY VOICE VOTE, THE COUNCIL APPROVED THE MINUTES FROM THE JANUARY 23, 2017 MEETING AS STATED.

Note: Mr. Peter Patel, Jeff DuBree and Joe Munroe were not in attendance at this meeting.

b. **Discussion and Approval of TDC By-Laws David Weiss, County Attorney**

Attorney Weiss commented on the TDC By - Laws. He said that it was being brought up due to the concerns of the Council. He said some of what was in the current bylaws was moved into our ordinance. He said it would be beneficial to remove what is listed in the statute or the ordinance. He said he changed the organizational to make it clearer. He said he would highlight the most relevant changes: Vacancies - He said originally the BOCC can remove from Council for cause. He added the change would be position would be vacant if a Council Member is absent from 33% of the calendar meetings in a given year, regardless if such absence is excused or unexcused. He suggested that meetings happen every other month. He said they can call special meetings if needed.

Mr. DuBree asked what would be course of action.

Attorney Weiss said if there is an unexcused absence the councilmember would be replaced. He pointed as long as they are notifying with a reason they can't attend.

Mr. Patel asked would phone – ins be accepted.

Attorney Weiss said most definitely you can call in, but it can't be used to meet a quorum if needed. He said they would need 5 people present to have the meeting. He said that was to ensure they are cognizance of the meetings. He also stated if you know ahead of time you can't make a meeting, by all means let the designated person know, so they can determine if a quorum exist.

Mr. DuBree asked who makes that decision to move a council member.

Attorney Weiss said this was more of a mechanism to help and encourage the attendance of meetings.

Ms. Holt commented she agreed with the percentage statement concerning the Council.

Mr. Munroe said for example he has two excused absences to date. He said according to the language presented, regardless, "I would automatically be vacated." He asked that the language be checked.

Attorney Weiss said that was not the intent and said that the language should be stricken after year (*regardless is such absence is excused or unexcused.*) He then proceeded with the remainder of the Articles. There was discussion on Article IV – Organization A Officers.

Mrs. Ford inquired about via – phone presence, would you be able to vote.

Attorney Weiss commented you would be able to vote, just not be counted to make the quorum to start the official meeting.

He said the Removal of Officers would require it to be brought to the attention of the Council.

Council Operation and Meetings is where they proposed meetings every other month, the third Monday beginning in January, at 3: 30 p.m. at the Gadsden County Commission Chambers.

There was discussion about the applications being submitted.

Ms. Burns stated they have a window to meet application deadline. Events such as the once per year are to be submitted. Havana Merchants and Caribbean Festival are approaching 3 years and funding will be decreased.

Mrs. Ford said every other month meeting would be a good idea and could hold special meetings if needed.

Ms. Burns said the changes are the meetings, attendance, and change from being a tax collector for Chair. It can be a regular person in good standing on the Council.

UPON MOTION BY MS. HOLT AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TDC BY – LAWS WITH THE MODIFICATIONS AS NOTED.

c. 78 Madison Marketing and Advertising Task Orders

Joe Bouch, discussed advertisement for the Conference Call (Workshop) availability for a via phone meeting on April 26, 2017 at 11:00 am. He said the main purpose would be to discuss new roll out ideas for the Gadsden County concerning marketing updates and recommendations.

UPON MOTION BY MRS. FORD AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDERS FOR FACEBOOK AD CAMPAIGN MAY 2017 \$4,250.00, MEDIA PLAN (MAY) - \$3,739.00, MEDIA PLAN (JUNE) -\$3,500.00, FACEBOOK CAMPAGIN (JUNE) - \$4,250.00, SOUTHERN LIVING (MAY) - \$4,550.46, GOOGLE NETWORK DISPLAY (MAY) – \$3,500.00.

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

- Ms. Holt discussed the Bon Fire outside City limits, trying to capture crowd from games, something to do before the game. She said they could invite the fans, alumni and cheerleaders over. It would be a great way to market the area. Ms. Burns said Mr. Bouch is currently looking into this. She commented on the mural to begin soon downtown Quincy.

She said the artist is from out of the Country. She also mentioned the roundabout that was discussed earlier for the areas of Martin Luther King and Atlanta Street.

- Mrs. Ford discussed bins for free of charge at the Old Feed Mill for advertising. She said she was working on trying to bring economic development into the area. She discussed the old jail facility on Adams and Munroe Street creating a mural. She said they are in the beginning stages but would like to create some type of community activity such as an outdoor market.

Mr. Munroe suggested she partner with the Arts Center because they have the resources to help with what she is wanting and the kids program is about to start soon.

- Mr. DuBree commented on the 39th Bass Tournament. He said there were over 92 boats and many hoteliers that benefited from room nights. It was a great time indeed.
- Mr. Patel had no additional comment.
- Mr. Munroe discussed MainStreet activities such as the Main Street America Transformation Strategies Nation which will be coming to Quincy on May 19, 2017, where 15 town types were chosen for Ethnic Cultural Arts Destination. A workshop will be facilitated by Joshua Bloom. The focus will be to bring a work plan into place by using what we already have here in Quincy. He commented on MainStreet, October 28, 2017, QuincyFest, PorchFest, and Sketch Crawl all combined into one event. He said music would be scattered throughout downtown. They would partner with the Art Center and the Quincy Music Theater. He said they checked and there will be no home games for either University. Last but not least, he stated he had the 1st Conference Call with Coca Cola. He said they are discussing paying for the restoration of the Coke Mural on the Padgett's Jewelry Building. He also stated that in 2019 it will be "100 years of the real thing" doing a partnership with Coke – year long activities which may include a film with Billy Wilder family and some athletics with the youth along MLK Blvd. He said they are not sure about the athletics since they are a sugary drink and are trying to get away from sport endorsement. He said it would provide so much economic boom to Gadsden. He said the second call would occur in a week or two and he will keep them informed.

5. **Public Comments (3 Minutes)** – There was no public comment.

Information only:

2017 Crappie Fishing Tournament Report
February 2 -4, 2017

August 28-30, 2017 (3) Attendees
2017 Governor's Conference on Tourism
Hollywood, FL

Marketing Report (s) Quincy Music Theater and Gadsden Art Center

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:50 P.M.

GADSDEN COUNTY, FL

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

ATTEST:

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