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TDC Chairperson

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

MEETING MINUTES
Monday, May 15, 2017 at 3:30 P.M.
Edward J. Butler Governmental Complex

Present:

Lee Garner, Chair
Jeff DuBree
Joe Munroe
Brenda Holt
Carolyn Ford
Peter Patel
Angela Sapp
Matt Thro
Sonya Burns, TDC Administrative Assistant
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Jerrold Holton (excused)
Joe Bouch, 78 Madison

1. Pledge of Allegiance/Roll Call

Lee Garner, 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

Attorney Weiss suggested they allow Mrs. Mary Kelly to present before the ethics video is played due to the length.

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

Mr. Munroe pointed out on the information only part of the agenda – TDC Application Cycle May 1st – 31st, 2016 it should read 2017 instead.

3. **General Business**

a. **Approval of Minutes (April Meetings) Lee Garner, TDC Chairman**

APRIL 17, 2017 – MINUTES

UPON MOTION BY MR. DUBREE AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, THE COUNCIL APPROVED THE MINUTES FROM THE APRIL 17, 2017 MEETING AS STATED.

APRIL 27, 2017 – CONFERENCE CALL

UPON MOTION BY MR. DuBree AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, THE COUNCIL APPROVED THE MINUTES FORM THE APRIL 27, 2017 – CONFERENCE CALL AS STATED.

c. **Mary K. Kelly Marketing Strategist - NBC 40 WTVB SINCLAIR BROADCAST GROUP**

Mary Kelly of Sinclair Broadcast Group, came before the Council to propose a TV show “Local Discovery” (Explore Florida in Gadsden County). It is a unique 30 minute magazine show that profiles select business and destinations in 3 minute segments from Ocala to North Valdosta Georgia – the Southeast in search of great destinations to explore. She said that it would broadcast on 112 TV Broadcasts with such names as (NBC40, NBC9, FOX49, CBS4, My11, etc.) The cost would be 3 minute feature - \$4500 6 minute feature - \$9,000. She said the air dates would be June 19th – October 8th, 2017.

Matt Thro entered at this juncture.

Mr. Garner asked had Mr. Bouch given a recommendation on it.

Ms. Burns said they are waiting on minutes from this meeting with the direction from the Board and then he would give a recommendation.

Mr. Thro said he was in favor and it seemed like this was something we wanted to do with the Villages. He said that if this is something Mr. Bouch would be in favor it would be great for the County.

Mrs. Ford asked did we have any say so; there you are not going to the next County going to the west.

Ms. Kelly said for the proposed of this one, no. In the future yes.

Mr. Munroe said Mr. Bouch needs to look at this first; we need to get his input.

Mr. Garner said his recommendation is to have staff give to Mr. Bouch for recommendation.

Mrs. Holt entered at this juncture.

Mrs. Sapp asked for detailed list for the businesses.

Mr. Garner asked Ms. Burns to give to Mr. Bouch and get recommendations. He said then call a special meeting for discussion. He said this would be a part of Mr. Bouch’s budget. It comes out of his funds

(marketing). He said he felt that it was looked upon favorably. He voiced depending on recommendation we will have called meeting.

b. Sunshine and Public Records Law and Ethics Training (Video)

Sonya Burns, TDC Administrative Assistant, David Weiss, County Attorney

Ms. Burns provided the Council with a copy of the Guide to the Sunshine Amendment and Code of ethics for Public Officers and Employees. She asked that they sign saying they received.

Ms. Ford arrived at this juncture.

Attorney Weiss commented on the video on the Florida Commission on Ethics. He said that is a beneficial video on the sunshine law. The video was played for the Council. It ended at 5:34 p.m.

Mr. Garner left at this juncture (3:53).

Mr. Patel left at this juncture (4:28).

Mr. Garner returned at this juncture (4:30).

Mr. Munroe left at this juncture (5:22).

Attorney Weiss commented on the video on the sunshine laws. He asked for questions. Penalties – Civil, Violation – Writ of Amadeus, criminal penalties, etc.

Mr. Thro asked about meeting outside of jurisdiction.

Mrs. Ford commented on retreats out of reach.

Dialogue occurred among the Council.

Mrs. Holt said the only County she knows that goes out of the country is Miami –Dade for retreats. All others are in Florida.

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

- Mrs. Holt commented on the upcoming Mural that would be on the State Attorney's side of the Edward Butler Building on Adams St. She said the artist has arrived from Canada. She said he is nationally known for his work. Other projects they are working are a Roundabout in Quincy (Atlanta & MLK Blvd). Attorney Weiss said they received title work and one has a mortgage. He said they need 20ft on the side near woods. They discussed economic improvement along downtown especially at Adams Street. Mrs. Holt said positive things coming out of Tourist Development Council.
- Mr. Garner said he meet with Commissioner Dr. Viegbesie and he wants a signature event for Gadsden County such as a Reggae Feast, Reenactment Event etc. He asked the Council to start thinking of that one major event.
- Mrs. Ford commented they could capitalize on the May 20 Celebration that is celebrated currently locally. She said with that event there are old graveyards they could tour.

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

There was no public comment.

Information only:

TDC Application Cycle May 1st – 31st 2016

2017 Destination Marketing Industry Summit

June 7-9, 2017 – Wyndham Grand Clearwater Beach (Ford, Sapp)

2017 RedEye Velo Race

May 27, 2017 @ Courthouse Square

August 28 - 30, 2017 (3) Attendees (Garner, Thro, Joe Munroe)

2017 Governors Conference on Tourism

Hollywood, FL

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:56 P.M.

GADSDEN COUNTY, FL

**LEE GARNER, CHAIR
Tourist Development Council**

ATTEST:

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