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**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL**

MEETING MINUTES

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

Present:

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

Absent:

Jerrod Holton
Angela Sapp (excused)
Lee Garner

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

- Ms. Burns said that the NBC 40WTWC Sinclair Broadcast group needs to be moved into General Business.
- Quincy Main Street submitted their funding application after the May 31, 2017 deadline. They are asking for Event Grant funding instead of marketing funds.

- Mr. Price is out sick and will not be in attendance. He has asked that all budget questions or concerns be forwarded to him.
- Linda Kranert left off the projected room nights on her grant application (Apalachicola Arsenal) –35/40 she is guessing.
- Reminded the Council they must be out by 5:00p.m. room is reserved.

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

Mr. Matt Thro said he would add his comments on Havana Museum under his comments.

3. **General Business**

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

UPON MOTION BY MR. MUNROE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE MAY 15, 2017 MEETING MINUTES.

b. **78 Madison Task Orders**

Mr. Joe Bouch of 78 Madison presented the task orders for July or August.

Mrs. Holt had comments on the facebook ads. How can we capture those individuals that are in area such as target people from Tallahassee during the Legislative Session?

Mr. Bouch said that's two different things the ad campaign runs in Georgia, Alabama, panhandle Florida and down to Orlando. He said its run on a variety of websites, news organizations and TV Stations. He said it's based on a targeted they are after. How you would see, you would be on one of those websites. He said facebook promoted post they do three per month. He said you would see by liking the facebook page and we are boosting the ad out in the same targeted area.

Jeff DuBree said paid search with key words could help such as Tallahassee.

Mr. Bouch replied they don't have a specific campaign that is directed toward Tallahassee other than doing football season, which we have our outdoor campaign. He said there is a market out there of people that have been coming to Tallahassee for years and those are the ones we are targeting, trying to get them to visit Gadsden. He said in the other advertisement they are targeting people that want to visit for 2 -4 days.

Mrs. Ford commented on the past conference she attended. She said it was very nice. She said Gadsden is so far behind. She gave examples to get people drawn to this county. Marketing is very important. She said they need to help Mr. Bouch with ideas.

Mr. Thro said he felt they are doing a great job. He suggested a "Content Contest" to promote tourism related activities.

Mr. Bouch discussed branding through advertisement. We need to get stakeholders involved. He discussed the “Get Away Cards”. He would need, buy in from the businesses.

Mrs. Ford commented that one of the greatest assets is Lake Talquin, build up fishing. She suggested targeting one thing, narrow interest.

Mr. Bouch said they are broad, because they are covering all areas.

Mrs. Holt said it sounds like a change in view. She said it sounds like they need to sit down. What are you having that we can see such as events?

Mr. Bouch said they do ads and they have updated events that are posted on the website and social media.

Mr. Thro said it is balancing all the parts. Is there a course of action for changing our plan?

Mr. Bouch said it is recommended due to the budget they have. We can be creative.

Mrs. Holt maybe could look into the recording by video of different events around the County.

Mr. Bouch said its time to start talking budget and videos seem to be something the Council wants, quality videos.

Mr. Munroe commented that Joe Maxwell Photography is a great local resource.

Mrs. Holt replied that she was in favor of local competition of videos to support interest.

UPON MOTION BY MR. THRO AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDERS FOR FACEBOOK AD CAMPIAGN FOR JULY 2017 FOR \$4,250.00, AUGUST 2017 FOR \$3,750.00; JULY 2017 GOOGLE NETWORK DISPLAY AD CAMPAIGN FOR \$3,500.00, AUGUST 2017 GOOGLE NETWORK DISPLAY AD CAMPAIGN FOR \$3,500.00; JULY/AUGUST LIVING MAGAZINE FOR \$3,739.00 AND TRAVEL FOR MR. BOUCH FROM ORLANDO TO GADSDEN COUNTY AT COST NOT TO EXCEED \$300 FOR EACH MEETING (JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER AND DECEMBER).

Mr. Bouch commented on the blogging “Celebrity Blogging” to increase content.

Mr. DuBree said it could be added to the next agenda to be discussed July 17, 2017.

Mr. Bouch suggested they have a workshop on the blogging context and asked if they would email Sonya workable dates.

▪ **B1 – NBC 40 WTWC SINCLAIR BROADCAST GROUP (LOCAL DISCOVERY EXPLORE FLORIDA)**

Mr. Bouch commented that 78 Madison’s response would be to pass on this particular opportunity with NBC 40 WTWC Sinclair Broadcast Group and that he provided a written email statement.

Mrs. Holt had questions regarding air time.

Mr. Bouch said this is typically; air time wouldn't be during the daytime hours that we would want. They normally would specify what time they would air.

UPON MOTION BY MR. MUNROE AND SECOND BY MR. PATEL THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO PASS ON THE OPPORTUNITY WITH NBC 40 WTWC SINCLAIR BROADCAST GROUP (LOCAL DISCOVERY EXPLORE FLORIDA) BASED OFF THE RECOMMENDATION FROM 78 MADISON.

c. Events Review Committee Recommendations

Mrs. Burns called the Council's attention to the Events Review Committee Recommendations. She said they had several applicants apply for funding. She said in all it totaled \$14,000.

- 2018 Havana – Gadsden Reggae Festival (2nd year)
- Annual Black and Gold Banquet and Stop the Violence Camping (3rd year)
- Apalachicola Arsenal Museum Historical and Conference Center (2nd year)

Attorney Weiss said he had asked Mrs. Burns about the room nights on the application. He said the TDC plan was amended to place funding levels on estimated number of room nights. He said the packets were amended to show the expected number of room nights. He said each of them said they anticipated somewhere in the number of 30 -50 room nights.

Mr. Patel said he felt they would need some type of proof.

Attorney Weiss said right now they can't provide the proof, but the idea is initially you would be able to decide on the target level of funding, "It's an estimate." They do have a verification form after the fact. He said for purpose of funding it is at your discretion. He said you can't fund anything over the maximum amount. He said under the adopted plan you can't find any of these requests in excess of \$2,500.00.

Mr. DuBree questioned if they had ever received documentation.

Mrs. Burns commented they have turned in documentation and she had numbers from previous room nights.

Mr. Patel asked are they being verified.

Mrs. Burns said they are. She does not send in reimbursement until she has all that is needed back and verification on the room nights.

Mr. Patel confirmed they would not get the funds, until the room nights have been verified.

Mr. Munroe pointed out that the Black and Gold Banquet is estimating 65 rooms. He went through the list and led the discussion in amending the request to show the new amounts based on room nights.

- ***Annual Black and Gold Banquet and Stop the Violence Camping - \$3500***
- ***2018 Havana – Gadsden Reggae Festival - \$2500***
- ***Apalachicola Arsenal Museum and Conference Center - \$2500***

UPON MOTION BY MR. MUNROE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE FOR APPROVAL OF EVENTS REVIEW COMMITTEE RECOMMENDATIONS AS STATED ABOVE.

Mr. Munroe left at this juncture at 4:54pm.

d. **Fiscal Year 17/18 Budget Discussion and Approval**

Mrs. Burns said she would get with Mr. Price on the upcoming budget and she suggested a workshop after today's discussion.

It was the consensus on the Council that Monday, June 26, 2017 - 3:30pm be used for a Budget Discussion/Strategy Phone Workshop.

UPON MOTION BY MRS. HOLT AND SECOND BY MRS. FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO PASS AND TABLE FOR WORKSHOP ON JUNE 26, 2017.

4. **Items of discussion from Council Members**

- Mrs. Holt discussed the Ordinance that would revise the Tourist Development Council Bylaws that was presented to the Board of County Commissioners for approval. She commented there was concern with the strikethrough language not being included and the Chairman not being a Bed Tax Collector. She said you may want to address the Board and explain why you feel that way. She said she told them it was because you would like to have someone willing to serve in that capacity and mentioned it is sometimes hard to get a quorum. She also discussed the Mural on Adams and Jefferson Street (The State Attorney Building). She said the project went well and mentioned that the work Visa for Mr. Charles Johnston d/b/a C5 Artworks was available for other work in the County and the United States. She said they are now looking for additional history content for the mural.
- Mr. Thro commented that the Town of Havana is building a Historical Museum. He said he had previously mentioned when he phoned in and it was a budgeted item under non-profits. He had it has a tremendous amount of community support. He said as of now they have \$25,000 in exhibits.
- There was no additional comments from the remaining Council Members.

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

There was no public comment.

6. Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:09 P.M.

GADSDEN COUNTY, FL

LEE GARNER, CHAIR
Tourist Development Council

ATTEST:

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