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

**MEETING MINUTES**  
**Monday, June 26, 2017 at 3:30 P.M.**  
**Via Phone Conference**  
**Edward J. Butler Governmental Complex**

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**Present:**

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

**Absent:**

**Peter Patel**  
**Lee Garner**  
**Jerrold Holton**  
**Angela Sapp**

**Call to Order:**

Jeff DuBree called the Voice Conference Workshop to order.

Mr. Bouch said he sent two documents forward. He said one of the documents discussed what Mrs. Ford discussed last Monday at the TDC Meeting. He discussed possibilities for Gadsden County if they had some video. He read as Gadsden County begins its planning process for FY 2017-2018, 78MADISON continues to believe that a greater use of VIDEO would be a smart marketing tool to consider for the

destination. Whether on social media, website, e-blasts or even on email signatures, videos can be a powerful way to show – instead of tell – what a vacation in Gadsden County, Florida is all about. Plus, given that 73% of all U.S. adults are more likely to make a decision after watching an “explainer” video versus just printed material, there is ample reason to set aside budget for the production of a series of 1 to 2 minute video vignettes.

He discussed some of the many ways Gadsden County could possibly use video.

One: push your videos out on social media

Some of the many easy to Gadsden County could possibly use video.

Mrs. Holt said she wanted to collect video to get the local side of Gadsden County out to the public.


Mr. Munroe said that was possible and they went into all faucets of social media.

Mrs. Holt said she wanted to get the media out locally. She said she wanted video going out all throughout the year with the different events and activities.

Mr. DuBree said Mr. Bouch had previously said that residents could also be used to provide video as well throughout the year to be placed on the website and social media.

Mrs. Holt said she was interested in local videoing being done.

Mr. Bouch said going out shooting quality video, 5 to 7 videos that are pertinent to selling Gadsden County Destination. He said they would have B-Roll that he would send to news media. He said that is the recommendation of \$20,000. He highlighted item number SIX: *(perhaps upload your event highlights: Get Gadsden County stakeholders and residents involved in shooting videos of events highlights and post on YouTube and your website. Perhaps even run some contests for best video per quarter. So while your “professionally” created videos communicate one story, your stakeholders and residents can potentially keep things fresh and ongoing from the other side.* He explained everything that is done locally, maybe a contest and them to send to us to see how they could use the video.

 Mr. Munroe added to the discussion that they are trying to make Gadsden County a destination and he felt that approach was a good idea. He said if they have a professionally shot video of areas that they all agree on that or tourism destination of Gadsden County. He said he felt in addition to the amateur video it will be fine. He agreed there should be some professional contest.



Mrs. Holt reiterated said she wanted to get enough video out there to show a variety of things.

Mr. Munroe said he felt they should target with disposable income such as golfing, dinner at the lake, telling the story with a professional shot video. He gave for example when the tour guide came for the Villages they had two days of activities, things to do in Gadsden County.

Mrs. Holt commented on bidding of the videos.



Mrs. Ford said they should look at target population. What audience and why are we trying to reach them. We don't want the same old thing, develop content.



Mr. Munroe said the target market is 35 year plus, within a 200 mile radius. He said the personal stories is what is missing.



Mr. Ford said there is a market for 50 plus as well, with disposable income. "Folks want to see the real Gadsden County. We have a variety of things."

Mrs. Holt said she was looking for more of the arts.



Mrs. Ford inquired about the Villages tour.

Mr. Munroe said the Villages Tour was about two years ago with a tour guide to do an assessment because they are looking for the over 50 year market where people could see something different. He said the point of it all, was to make sure there was enough to see and do in a two day period in Gadsden County. He said in doing that they highlighted a lot of things in Gadsden County.

Mrs. Ford said she is more interested in the content, representing this community in reality being one sided. She said looking at this community and what she learned from the conference on the Florida Association of Destination Marketing Organizations. They want to see the real Gadsden County, they want to visit the backwoods and look at our history, graveyards.

Mrs. Holt commented that she was looking for the uniqueness, something such as Mule Day in Calvary, Georgia.





Mr. DuBree agreed that everyone had valid points. He said they want to attract different people. He added another way you can tell where people are coming from is to survey is campground and hotels. He used for example his business, they come from various places.

Ms. Holt asked about was there somewhere on the web, where it can be included that the business owner could put the data in on tourist and not have a long drawn out process.

Mr. Bouch said the zip code on the Google Analysis on the reports show what cities they come from.


Mr. Munroe said he knows the Art Center keeps and list/log of everyone who enters and where they are coming from.

 Mr. DuBree said the consensus that everyone likes the video concept.

 Mrs. Ford said they could support, ask hotels to offer specials for Family Reunions they come back here and visit. She also discussed more on fresh water fishing.

*Mrs. Holt left the call at this juncture 4:09pm.*


Mrs. Burns said she would like Mr. Bouch to show numbers, so she can bring it back after discussion with Mr. Price.

 Ms. Burns said she would prepare a draft budget increasing the budget, will have ready by Thursday and you can review and have budget for July meeting. \$20,000 as a part of the proposed budget and add \$5,000 for professional video.

Mr. DuBree asked could the old video be given to Mr. Bouch.



 Mrs. Burns pointed out Mr. Southerland has video on the County.


 Mr. Jim Southerland of Southerland Enterprises, spoke on the video they cover events around the County. He said what he is hearing you want history and to attract people to come to Gadsden County. He said they could document events as the happen.

***Consensus - Add in \$5,000 as a budget item recommendation; will vote at the next meeting.***

**Outdoor Billboards** 

Mr. Bouch said this is good for the audience for September through November, football season. 78 Madison continues to believe that an outdoor campaign in Tallahassee during the FSU and FAMU football seasons id strategically smart.

- Boards will be contracted for a total of 12 consecutive weeks:
  - September 4 -30, 2017 (September is already funded from this FY)
  - October 1 -28, 2017
  - October 29 – November 25, 2017
  
- The boards we are desiring cost \$1,765 per four week run:
  - So October/November costs would be  $\$3,530 \times 2 = \$7,060$

Mr. DuBree said go ahead and add for the next meeting. 

Mr. Bouch asked was the next meeting workshop.

Mrs. Burns said the next meeting would be a regular meeting. He said the workshop would cover what the future would like and what they have done that has lead to this.

**Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:32 P.M.**

**GADSDEN COUNTY, FL**

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**LEE GARNER, CHAIR  
Tourist Development Council**

**ATTEST:**

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