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TDC Chairperson

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

**MEETING MINUTES**

**Monday, October 16, 2017, at 3:30 P.M.**  
**Edward J. Butler Governmental Complex**

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**Present:**

Lee Garner, Chair  
Joe Munroe  
Brenda Holt  
Carolyn Ford  
Peter Patel  
Sonya Burns, TDC Administrative Assistant  
Joe Bouch, 78 Madison  
Attorney Elizabeth Barron  
Beryl H. Wood, Deputy Clerk

**Absent:**

Angela Sapp (excused)  
Matt Thro  
Jeff DuBree

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

Lee Garner, Chairman of the TDC called the meeting to order at 3:30 p.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 (September 18, 2017, Meeting) Lee Garner, TDC Chairman**

**UPON MOTION BY MRS. FORD AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, FOR APPROVAL OF THE SEPTEMBER MEETING MINUTES.**

b. **Task Order(s) and Review Status Plan Joe Bouch, 78 Madison Marketing and Advertising**

**UPON MOTION BY MR. MUNROE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE FACEBOOK AD CAMPAIGN, FACEBOOK PROMOTED POSTS, MESSAGING FOR DECEMBER 2017 AS PRESENTED.**

**Gadsden County TDC Status Report Sheet**

Mr. Bouch gave an update on some of the projects such as fall 2017 Outdoor Advertising Program. He mentioned the new item Geo-Fencing he said it would be 8 locations in the Tallahassee Area. He said they are trying to remind everyone that there is something new to do in Gadsden County. He presented a TDC engagement summary. He mentioned the following points

- 2017-18 Media Plan and Budget
- Fall 2017 Outdoor Advertising Program
- Fall 2017 Outdoor Advertising Geo-Fencing
- Database Management E –Blast Development
- Do Something Original Website – BLOG
- Video Production
- Photoshoot
- 100 Years of Coke
- Discover Gadsden APP

Mrs. Ford asked what the difference between text and impressions is.

Mr. Bouch said that an impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once a web page.

Mr. Munroe said they determine how many people are in the area or on a page.

Ms. Holt asked about ads being sent out.

Mr. Munroe said that he could send them out. He commented on the Status Report E -Blast

Status Report: E – Blast (create a database) it comes in two manners, mailing address, Upcoming Events: He added they should also add the Greensboro Denzel House and Greensboro Depot as well.

Ms. Burns asked that they forward an additional item for the calendar and email blast and she would forward additions to Mr. Bouch.

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

Mr. Bouch discussed the Blog that had been previously mentioned at earlier meetings. He said he would like to add the blog piece to the website. He said initially 78MADISON will begin the blogging process; the hope is to secure 8 -10 individuals who will be willing to periodically write a blog about how your business (or service) can positively impact tourism in Gadsden County. He said the blogs can be about any subject they choose, as long as it in some way relates to tourism.

**UPON MOTION BY MR. PATEL AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 - 0, BY VOICE VOTE, FOR APPROVAL TO START THE BLOG SECTION TO THE “DO SOMETHING ORIGINAL” WEBSITE.**

Mr. Bouch discussed Video Production. He said over the past few month clients and the agency have talked about the importance of adding VIDEO to the county’s marketing equation. He said he would like to gather and review the video the county currently owns to determine if it is usable. He said they could also capitalize on free production opportunity afforded through the National Association of Counties (Mr. Jenkins) additionally; a bid could be put out.

*Mr. Patel left at this juncture at 4:09 and returned at 4:14 pm. A loss of quorum occurred and reconvened.*

Mrs. Burns said this is separate. This is a part of video production. (There was no need for a vote). She said the photo shoot was earmarked \$5000.

Mr. Bouch suggested they workshop the 100 Years of Coke for full discussion. He said this is a big deal for marketing. He added that the “Discover Gadsden App” would have some changes. He said they would like to add some different items.

**c. Project Talk-Gadsden County Development Council, Beth Kirkland, Executive Director**

Beth Kirkland reminded the Board of Project Chalk which would like to establish a public /private partnership with Gadsden County to service the debt on a 100,000 square foot amateur youth sports complex. The proposed location is the southeast corner of the Midway and the – 10 interchange. The Project currently has a Memorandum of Understanding (MOU) with the County to examine the feasibility of the project including the public funding component. This funding element is looking at a combination of ad valorem, sales, and taxes. Previously the TDC has shown support for this project concept. We would like to bring the member current with the project parameters and have a discussion about raising the bed tax from 2 pennies to 5 as a means of contributing to the project funding model.

Jack Whitfield, Sports Group, said they are excited about the opportunity. The City of Midway is dissolving there CRA. The reason why they are in favor of raising the bed taxes from 2% to 5%. It would bring in 95% increase in revenue of out of town visitors. This would help service the debt. We had Ed Zanders who has done studies across the Country. He said in raising the bed taxes it would not deter guest from staying in Gadsden County. He said amateur sports has become very popular.

Ms. Holt spoke on the 3% bed taxes and an increase in sales and performance of the property. She asked how long for the payoff of the building.

Mr. Whitfield said they are trying to work with Tax Collector. He said the goal is 20 years. There was concern about the County’s input. We are ready to fund but would like to recap the funds that are generated. He commented the roof can withstand some strong winds (it will be an air-supported structure).

Ms. Ford wanted to know the total cost. (\$12-15 million dollars)

Mr. Whitfield said they would also recommend the outdoor field's economic impact 90 million to 125 million (Amateur Sports Destination) County Investment – in return work utilize new tax revenue to service debt: We would build it at no cost, we are on the hook.

Mr. Patel asked how much of the revenue would you need.

Mr. Whitfield said they are trying to see how much we are left. He said they want the 3% of hotels that are in development and maybe 1%.

Attorney Barron read the Weiss statement into record: The TDC can recommend that the BOCC levy up to an additional 3% in tourist development taxes. However, the BOCC would have to vote to levy the additional percentage tax revenues are set forth in the statute (and the TDC ordinance and plan), and the revenues cannot be used for this project based on the proposals I have seen to date. I have discussed this with Robert and Beth on several occasions. The TDB can certainly recommend the levy of the additional 3% even if the revenues cannot be used for this project, but the TDC should be advised because it may impact the recommendation.

Mr. Garner said the Weiss Statement (will have to have more discussion).

Mr. Whitfield said they are working with a Consultant to get on the correct path. He said they are proposing 20,000 room nights per year. He said they will provide an update where they are currently at. He discussed the importance of the bed tax. He noted Seminole County was a similar county to look at on this project.

Attorney Barron said per Attorney Weiss it may not meet the necessary fit within the statute. She said the statute was FL 125.04. She said she would have Attorney Weiss to prepare a recommendation for the Council on this matter.

Mr. Garner said language could be changed in Strategic Plan.

Mr. Whitfield said they will bring a consultant to meet with the County Attorney. He said they feel comfortable to get to that point. He said everything should be in place in a couple of weeks.

Ms. Holt asked that the attorney give a recommendation with FL Statute attached.

*Joe Munroe left at this juncture and a quorum was loss at 4:59 p.m.*

*Mr. Patel left at this juncture 5:05 pm returned at 5:06 p.m.*

Mrs. Ford said she wanted economic development for Gadsden County Residents. We want to benefit from the program.

Mr. Garner requested they provide as much information as you can. He asked that they provide the expenditure of the money, show us the statute.

Ms. Kirkland thanked the Council for listening and giving feedback.

Ms. Holt said Attorney Weiss can email recommendation with the statute. She wanted to have talking points.

Mr. Garner said he wanted clarity and asked the Attorney follow up with a recommendation as well as the FL Statute.

*No quorum meeting adjourned at 5:13 p.m.*

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

No additional items were discussed due to loss of the quorum.

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

No additional items were discussed due to loss of the quorum.

**Information only:**

HAVANA MAIN STREET 2018 BICYCLING PROPOSAL TDC

6. Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:02 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