



## **GADSDEN COUNTY TOURIST DEVELOPMENT COUNCIL**

### **MEETING MINUTES**

**Monday, February 19, 2018 at 3:30 P.M.  
Edward J. Butler Governmental Complex**

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#### **Present:**

**Lee Garner, Chair  
Angela Sapp  
Brenda Holt  
Carolyn Ford  
Peter Patel  
Cathy Johnson (arrived late)  
Linda Dixon (arrived late)  
Sonya Burns, TDC Administrative Assistant  
Joe Bouch, 78 Madison  
Attorney David Weiss  
Beryl H. Wood, Deputy Clerk**

#### **Absent:**

**Joe Munroe - excused  
Jeff DuBree – excused**

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

Lee Garner, Chairman of the TDC called the meeting to order at 3:37 p.m. with a quorum present and lead in Pledge of Allegiance.

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

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

#### **3. General Business**

##### **a. Selection of(Chair and Vice-Chair) Nominations of Chair (must be a tax collector)**

**UPON MOTION BY MRS. FORD AND MR. PATEL THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF MR. GARNER AS THE CHAIRMAN OF THE TOURIST DEVELOPMENT COUNCIL.**

Mrs. Holt nominated Mrs. Sapp and she declined. Mrs. Sapp then nominated Mrs. Ford for Vice – President.

**UPON MOTION BY MRS. SAPP AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF MRS. FORD AS THE VICE –CHAIRMAN OF THE TOURIST DEVELOPMENT COUNCIL.**

**c. Approval of Meeting Minutes (October)**

**UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE OCTOBER 16, 2017 MEETING MINUTES.**

**d. Task Orders and Strategic Planning Initiatives Joe Bouch**

Mrs. Ford asked about the Facebook Ad Campaign.

Mr. Bouch explained about the impressions with Facebook

Mrs. Holt asked about the Ad Campaign. How can they follow? How are the facebook ads being posted. She asked about May Day post.

Mrs. Ford asked about the Southern Living Ad.

Mr. Bouch said Southern Living is the most effective. He said Southern Living and Triple A Living are the most effective, they attract the baby boomers.

Mr. Patel asked about the 15% agency.

**UPON MOTION BY THE MRS. FORD AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 7 -0, TO APPROVE ALL TASK ORDERS: MARCH 2018 SOUTHERN LIVING AS - \$4,550.90; FACEBOOK AD CAMPIAGN – FACEBOOK 2018 -\$2,804.00 AND FACEBOOK PROMOTED POSTS – FEBRUARY 2018 -\$500.00 TOTALING -\$3,304.00; FACEBOOK AD CAMPIGN –MARCH 2018 -\$3,304.00 AND FACEBOOK PROMOTED POSTS – MARCH 2018 -\$500.00 TOTALING \$3,804.00; FACEBOOK AD CAMPAIGN – APRIL 2018 -\$3,304.00 AND FACEBOOK PROMOTED POSTS – APRIL 2018 -\$750.00**

**Welcome New Members (Cathy Johnson and Linda Dixon) TDC Chairman**

*Ms. Linda Dixon arrived at this juncture at 3:54 p.m.*

*Mrs. Cathy Johnson arrived at this juncture of 3:58 p.m.*

*Chair Garner welcomed two new members to the TDC Chair.*

Councilwoman Johnson who serves with the Town of Havana stated she was excited to be her.

Ms. Linda Dixon said that she was honored to serve on the board and do great things in Gadsden County. Ms. Dixon commented she owns a local women’s clothing store downtown.

Mr. Bouch introduced himself to the two new members and said that 78 Madison is a full marketing company.

### **Workshop – TDC lead by Mr. Joe Bouch**

2019 - 100 Years of Real Thing – Coke Cola

He said they can make it huge or let it slip by. He said they would like to make it really big.

2019 – Question for the room – how do we blow out Coca Cola? How can we tie in the County with Coca Cola throughout the year? Today I want to discuss ideas. Who is going to follow-up? He said Grace Robinson has already started. He said the Arts Museum is bought in and on board.

Mrs. Ford said she remembers Coca Cola and she remembers when they pulled out and left a lot of people unemployed.

- Art Center & Museum
- Torch Run – Coke Run
- Networking Event – Jobs
- Current Events ( Letter) Lake Talquin Event
- Murals
- Mainstreet (s)
- Coca Cola Swap Meet
- Havana – Fab – Festival of Arts & Bicycles (Raffles & Pancake Breakfast) Shade Tobacco
- Rotary Club – Golf Tournaments proceeds go to under privileges kids
- May Festival – Blues Concert, May 20 Celebration, Old Fashion Day, Quincy Music Theatre
- Music Festivals (Billy Dean, Nat Adderley)
- Marching Bands (Marching 100, FSU Chiefs, local high schools)
- Fireworks – July 4 (On the River)
- Youth Spring Football Camp ( FSU, FAMU)
- Dean Mitchell – Marie Brooks Gallery
- Letter (restaurants, retailers, etc.) Stakeholder letter
- Suggestion target events, Goal sell bed nights and then get them to do other things while they are here
- Grand Finale – Coke Festival, Scavenger Hunt
- Mobile Stage, Polar Bear, Hugging Machine – Coke
- Corporate/ Social Responsibility – Reframe the story - lasting for the 100 year mark
- Dinner Boat Rides – Lake Talquin, Lake Seminole
- Parade (such as Rose Parade)

### **National Association of Counties (NACO)**

CGI Communications Video Production – no charge to us another group of videos – write script and decide what we are going to produce. Welcome, Economic Driven, Historic and Outdoor Video.

Economic Development Ford – Culture is missing, Churches

- Ring Power/ Cat -2
- Camping World - 3
- Tri – Eagle Sales – Budweiser -1
- Four Star Freightliners
- Farmers Market
- Gadsden County High School

- Capital Regional Medical Center
- Law Enforcement Training Center
- Quincy Airport -6
- BASF
- Egglands Best - 4
- Supervalue
- Marijuana Center
- Mushroom Plants (Prime)
- Coastal Lumber
- May, Hackney Nursery
- Courthouse, Government -5

*Peter Patel and Angela Sapp left at this juncture at 5:01 p.m.*

Mrs. Ford suggested placing in order.

#### Historic

- White Dog Plantation - 3
- Havana – Shopping Shade Tobacco (Planters Exchange) -4
- US 12 – Quincy ( The Victorian Homes) McFarlin Homes, etc. -5
- Courthouse -1
- Churches -6
- Arsenal/ Mounds/ FSH (Hospital) -2
- Black History –Murals - tie in with Courthouse -1
- Grubbing for Worms
- Coke – Mural/Coke Machine for 1930
- Old Spanish Trail – 27 Corridor

#### Outdoors

- Gadsden County Re-Entry Center
- S. GF &A Drive - Roads Canopy Oak /Old Federal Highway
- Ingram’s Mariana – Lake Talquin - 1
- Pat Thomas Park
- Jim Woodruff Damn - 2
- Salem Road – Biking - 3
- Kayaking
- Running

4. Items of discussion from Council members (no vote items) – There was no discussion by Council members.

5. Public Comments (**3 Minutes**) – There was no additional comments.

#### **Information only:**

#### **2017 Crappie Tournament Results**

6. Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:24 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