

AT A REGULAR MEETING OF THE GADSDEN TOURIST  
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FLORIDA  
ON MARCH 19, 2018 AT 3:30 P.M., THE FOLLOWING  
PROCEEDING WAS HAD, VIZ

**Present:**

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

1. **Pledge of Allegiance/Roll Call done by Deputy Clerk**

Lee Garner, Chairman of the TDC called the meeting to order at 3:37 p.m. with a quorum present and led in the Pledge of Allegiance. It was then followed with the roll call by the deputy clerk.

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

**UPON MOTION BY MRS. SAPP AND SECOND BY MR. PATEL, THE COUNCIL VOTED 7-0,  
BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.**

3. **General Business**

a. **Approval of Meeting Minutes (February 2018) Lee Garner, TDC Chairman**

Mr. Garner entertained a motion for the February minutes.

Mrs. Sapp commented that on page 2 at the bottom part of the statement was missing; it appeared it had been cut off. She asked that it be corrected to add full marketing firm.

**UPON MOTION BY MR. PATEL AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, FOR APPROVAL OF THE FEBRUARY MINUTES WITH THE NECESSARY CORRECTIONS.**

*Jeff DuBree arrived at this juncture 3:34 p.m.*

*Carolyn Ford arrived at this juncture 3:36 p.m.*

**b. 2018 Havana Reggae Festival - \$3500 (TBP) Maurice Grant, 5F Farms-Event Organizer**

Maurice Grant discussed his application. He said this event was the 3<sup>rd</sup> year that he has sought funding from the TDC. He detailed the artist line-up. He said the purpose of the yearly event was to introduce the community and surrounding counties to the rich cultural diversity in Gadsden County and to promote this international genre of music.

Ms. Burns further explained the application and answered questions.

Attorney Weiss reminded them of the TDC plan where it explained what could and could not be done. He said it was based on room nights with the max being at \$5,000. He said if it has been funded for 3 years that they consider reducing. Strategy 4.3 He reminded them to stay within the guidelines when authorizing the use of funds.

Ms. Holt asked if they approved him for \$5,000 funds, how would he get the additional funds?

Ms. Burns said the additional \$5,000 would not be possible at this meeting. She explained that he would be up for a partnership next year.

Mr. DuBree asked what the documented bed nights were. Ms. Burns said that he has always submitted what he was supposed to and he only received based on what was submitted.

**UPON MOTION BY MS. HOLT AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 7 – 0, BY VOICE VOTE, FOR APPROVAL OF UP TO \$5,000 BASED ON CONFIRMATION OF BED NIGHTS.**

**c. 2018 Funding Cycle March 23<sup>rd</sup> – April 30<sup>th</sup>, 2018 Sonya Burns, TDC Administrative Assistant III**

Ms. Burns presented the Gadsden County Cultural Fest that will take place on Saturday, May 12, 2018, from 10-3pm at the Gadsden County Courthouse and then from 6 pm at the Quincy Music Theater. She said the budget was originally approved for \$20,000, but they had reached that already. She said in order to get great artists it cost, which resulted in them having to scale this event back. She said they were still in need of stage, sound, and lighting which would be around \$3,500. She stated the theme is “Where all

cultures come together with family, food, and fun.” She thanked Mr. Munroe for putting her in touch with Mr. Alex Sink because he was able to give her a quote of \$3500. She said they would need additional funds.

Ms. Holt spoke of not having a May Day Festival in the County in almost 20 years. She said it was definitely needed. She said they would like to do it as a County Event. She gave the history of how this project originated with the James Family of Havana and the Gunn Family of Sawdust.

Ms. Burns noted that it will be music, shopping, food and family time. A Mother’s Love Play that will take place at the Leaf Music Theater that would include a local artist and two surprise guests. She said tickets are \$25.00 VIP and \$20.00 regular admission.

Ms. Dixon asked was it the play of Kandi Burruss of the Atlanta Housewives and Ms. Burns replied it was not. It is an original by Curtis Sconiers.

**UPON MOTION BY MS. HOLT AND SECOND BY MRS. FORD, THE COUNCIL VOTED 9 – 0, BY VOICE VOTE, TO APPROVE AND ADDITIONAL \$5,000 FOR THE GADSDEN COUNTY CULTURAL FEST TOTALING \$25,000.**

Ms. Burns also noted that the Funding Schedule begins March 23- April 30, 2018, at 5:00 pm for the 2018 Grant Application Cycle. She asked for a motion for approval.

**UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 9 – 0, BY VOICE VOTE, FOR APPROVAL OF THE FUNDING CYCLE SCHEDULE TO BEGIN.**

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

- Mr. Joe Munroe discussed the GPS Grant for smartphones for walking tours starting at the (1907 for the Edward Butler building was an old Masonic Building). Crisco – July 1<sup>st</sup> it will go live.
- Mr. Jeff DuBree announced Talquin Open at the lake on Easter Weekend (March 30).
- Ms. Brenda Holt said we need to advertise the local events from all the municipalities. She questioned the comment on the \$20,000 play and where was it coming from.
- Mr. Lee Garner announced that the City of Chattahoochee will have their Easter Sunrise at United First Methodist Church on Easter Sunday.

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

Tony Lombardo (Havana MainStreet) discussed their premier event (Festivals of Arts & Bicycles) in Havana and the May Celebration both dates are scheduled for May 12, 2018. He said this said this date conflicts with what they already had scheduled, the Festival of Arts & Bicycles budget comes in between \$15,000- \$20,000. He said one of the activities is a mural

contest and artists are coming in from everywhere, which will result in 3 -5 new murals. This is a major conflict.

Mr. Garner asked who was on the Signature Committee and Ms. Burns responded herself along with Ford. She stated her original date was May 19, 2018, but in trying to get an artist to the area it was a conflict, so the date was changed.

Mr. Garner apologized for any mix-up on behalf of the Tourist Development. He explained the importance of coming together with a County Calendar as soon as possible.

Ms. Burns said she never recalled Mr. Lombardo giving her a date for the Festival of Arts & Bicycles. She said they discussed it not conflicting with the Red Eye Velo Bike Festival that is scheduled in May.

Mr. Lombardo said in no way was he coming for Ms. Burns. He said with the Red Eye Velo Event it was his understanding that it was a 2-year agreement and his suggestion was that once that agreement was complete that they consider a different type festival. He said with Red Eye Velo it involved closing a portion of downtown which made merchants unhappy. He said it could be replaced with bicycle events and the funds would stay in Gadsden County. He said this is a separate proposal.

Ms. Holt spoke of the importance of the activities calendar, so they all will know the happenings in the County. She said it should include the county and municipalities; and also on the websites.

Mrs. Sapp asked how they would move forward since they have two events scheduled.

Ms. Holt reiterated the activities calendar. She said the managers meet monthly and could be the representatives.

Mr. Lombardo gave a rundown of the Arts and Bike Festival. He said Friday night, May 11, 2018 would involve an artist reception, mural walk and mural drawings completed; Saturday morning bike rides, pancake breakfast, and activities all day long. He said it is on the "Do Something Original" Calendar.

Mr. DuBree suggested with the TDC sponsored events that they go ahead and pick dates, even if they have no knowledge of what the events will be. He said everyone else will know that TDC has an event scheduled for that day.

Mr. Munroe said they moved QuincyFest from May to the fall due to shutting down downtown twice in one month because the Red Eye Velo Race is also in May. He said it results in a severe impact on the smaller businesses. He said now the Council was in a position to close downtown on the 12<sup>th</sup> and also June 2 for the Race.

Ms. Burns replied that everything is exclusive to the Courthouse square and they would not have to close streets for the Cultural Fest.

Mr. Maurice Grant said they both can be had by co-marketing. The County had a marketing agency that could handle that. "It could be a great weekend for both."

Ms. Holt said it is a good thing to get the people downtown.

Mrs. Sapp said they had to change the mindset of the people. She also commented on signs being the gateway to the County or communities and that the Town of Havana has a nice one.

Mrs. Ford commented that all of us needed to acknowledge the crowds were different, the target population was different. She said they can work this out. She said she was in favor of them both and would like to participate in both.

Mr. Lombardo questioned the bed nights on the TDC application. He said to get a 100 bed nights is almost impossible. He said the Town of Havana does not have a hotel. He said they can bring a lot of people to town and get a lot of merchant's sales, but not the bed nights. He said they need the TDC's help. "We can get the people, but not the bed nights". He asked was that the only criteria they should be looking at. He asked was it policy or statute.

Mr. Garner said they are looking at changing. He explained it comes from the state, that in order to receive tourism funds you must have bed nights. He said they have event funding and marketing funding that they may qualify for.

Mrs. Ford said they set those policies. She said as someone that would seek additional funding her group didn't apply this time because there was no way they could compete with that. She said in the budget workshop they need to look at it. She said the bed night nights are where the money comes from, but the levels were something they enforced.

Ms. Holt said it was in there for a reason. She said they could look at it.

Mr. DuBree said in his research with other counties, they will have a typical budget for their events for dollar amounts. He said when they review the applications the one with the bed nights get precedent. The others can still get funding if there are funds left in the budget or allotted amount of monies.

### **Other Announcements**

Mr. Garner said in the Southern Living Magazine for March there was the Ad for Gadsden County, "Do Something Original". He commented that it was eye-catching.

Mrs. Burns commented on Southern Living Magazine Ad that displays the – Do Something Original. She said they had received over 365 inquiries that came from that Ad that resulted in Gadsden County mail outs locally and regionally.

Ms. Burns cleared up miscommunication on events. She said they often contact Mr. Bouch without contacting her. She said she would get emails after they have discussed what they are going to do. She said in the future she would like for them to contact her first and then she would be the one to forward information to Mr. Bouch for events. She said she would draft a letter to send out from the Tourist Development Council with Mr. Garner’s signature as the Chair.

Mrs. Ford announced the Steven’s School Restoration Celebration at 3:00 pm on March 29, 2018, and a meeting to follow. Mrs. Sapp said everyone was invited.

Mrs. Holt commented on the May 12, 2018 - Gadsden County Cultural Fest. She said with any signature event if volunteers were needed they have the Summer Youth Program which they were getting ready to start accepting applications. She said they could help. She spoke of Ambassador’s working for the County and that they could work on their public speaking skills by welcoming and assisting the crowd.

**Information only:**

*2018 Crappie Tournament Results; Red Eye Velo Race – June 2-3, 2018*

**6. Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:43 P.M.**

**GADSDEN COUNTY, FL**

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**LEE GARNER, CHAIR**  
**Tourist Development Council**

**ATTEST:**

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**NICHOLAS THOMAS, CLERK**