

AT A REGULAR MEETING OF THE GADSDEN TOURIST
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FLORIDA
ON APRIL 23, 2018 AT 3:30 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ

Present:

Lee Garner, Chair (Excused)

Carolyn Ford, Vice –Chair

Angela Sapp

Brenda Holt

Peter Patel

Cathy Johnson

Linda Dixon

Jeff DuBree - absent

Sonya Burns, Housing Coordinator

Joe Bouch, 78 Madison

Attorney David Weiss

Beryl H. Wood, Deputy Clerk

Pledge of Allegiance/Roll Call

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

It was noted by Ms. Burns that Joe Munroe had resigned due to health reasons.

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

Mrs. Ford said that they needed to amend the agenda and add 78 Madison, Joe Bouch to the agenda under 2 d.

MR. PATEL MOTIONED FOR APPROVAL OF THE AMENDMENT TO ADD 78 MADISON TO THE AGENDA UNDER 2D, IT WAS SECOND BY MRS. HOLT AND THE VOICE VOTE WAS 6-0.

MRS. HOLT MOTIONED FOR APPROVAL OF THE AGENDA AS AMENDED, IT WAS SECOND BY MR. PATEL AND THE VOICE VOTE WAS 6 – 0.

2. **General Business**

a. **Approval of Meeting Minutes (March 2018) TBA**

Carolyn Ford, TDC Vice Chairperson

MR. PATEL MOTIONED FOR APPROVAL OF THE MARCH 2018 MEETING MINUTES AND IT WAS SECOND BY MRS. JOHNSON AND THE VOICE VOTE WAS 6 – 0.

b. **Signature Event Update(s) Cultural Festival** Sonya Burns, Housing Coordinator

Ms. Burns gave an update on the Cultural Festival scheduled May 12, 2018, along with the Play “A Mother’s Love” and she announced that tickets were available for purchase. She also asked that each Council member take tickets to sell. She said they have made contact with 17 vendors and the deadline is May 4.

Mrs. Sapp commented Ms. Burns would need to speak with Officer Mixson about road closure and suggest she gets paperwork together to present to the City Commission rapidly since this event is scheduled for next month.

Mrs. Holt inquired about not closing roads and parking food trucks and vendors on the courthouse square. She said a Washington Street closure would work for vendors.

Mrs. Sapp asked about tickets to the Play. Ms. Burns said the tickets are \$25 VIP with a reception and \$20 regular admission.

c. **2018 Funding Cycle March 23rd – April 30th, 2018**

Sonya Burns, Housing Coordinator

Ms. Burns said that she only received 4 requests and the deadline is Monday, April 30, 2018 concerning the 2018 Funding Cycle.

- Golden Knights
- Havana Merchants
- Gadsden Arts
- Annual Celebration of Chattahoochee

d. **78 Madison Items Task Orders**

Mr. Bouch gave marketing update, status report, and term of task orders.

Mrs. Holt commented the Gadsden County Cultural Festival is in 2 weeks and asked what they could get in advertisement since they were pressed for time. Mr. Bouch said Google app and facebook app would probably be the best options.

He said they are pushing all activities that they know about across the County. Mrs. Ford asked about PBS – Mr. Bouch said they could check they have no TV or radio spots for PBS. She then mentioned the 850 Magazine and Mr. Bouch stated it was more so for the economic side.

Mrs. Sapp asked about FB ads, but she can't pull them out know. Mrs. Ford asked about cable TV. Mrs. Holt asked about Tallahassee how do we tap into them. Mr. Bouch said they do geo-fencing by taking 8 areas in Tallahassee. Anybody that had iPhone that went into those areas they were dinged. Mrs. Ford said a strong point in our area is Ag – Tourism and what they need is someone to put together a tour of some type of festival. Ms. Dixon suggested they get with FAMU to partner. Mrs. Sapp said next year at the Cultural Event maybe they could partner with the Ag Community.

UPON MOTION BY MS. HOLT AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 6 - 0, BY VOICE VOTE, FOR APPROVAL OF TASK ORDERS FOR 78MADISON (AD AGENCY) - MAY SOUTHERN LIVING -\$4,550.90 (SOUTHERN LIVING AD FOR MAY), FACEBOOK AD CAMPAIGN MAY - \$3,500.00, FACEBOOK PROMOTED POSTS (3) MAY -\$750.00,

FACEBOOK AD CAMPAIGN – JUNE 2018 - \$3,500.00, FACEBOOK PROMOTED POST (3) – JUNE 2018 - \$750.00, GOOGLE NETWORK ADS – MAY, 2018 - \$3,500.00, GOOGLE NETWORK ADS – JUNE 2018 – \$3,500.00, AAA LIVING MAGAZINE – MAY/JUNE, 2018 - \$3,739.00.

Mr. Bouch announced the National Association of Counties would be filming in 62 different locations in Gadsden County and a group in New York is doing the editing by June. He said it would be great to get a copy of the film. He said the video company owns the video, I can put on my website, but not on social media. We have budgeted \$20,000 for video and \$4,500 to offer the company to give me the video, so I can use. “I want to get my hands on the video.” He said name of the company is CGI Communications. Ms. Holt said they need to see what is in the video when will be ready in mid-June. He said to think about it, no decision has to be made today.

Mr. Patel pointed out the flyers on the Cultural Festival need to have the TDC logo. Ms. Burns said they will get them to add the logo and it was a mistake. She said they will get them to redo about 50 more. He said people need to know who is sponsoring the event.

Ms. Holt commented that she had done a radio announcement on the Cultural Festival and she wasn't sure if she said sponsored by the TDC. Mrs. Ford said she heard the announcement and said that she had.

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

- Mrs. Sapp discussed the Sod Grant acceptance for the City of Quincy will be at 4:00 pm at Bud Center this Wednesday.
- Ms. Dixon had no additional comment.
- Mrs. Johnson commented on Havana and stated they have no hotels so, therefore, they would not meet the Bed Night requirement for funding. She asked how they would qualify. Ms. Burns stated they could still apply and it would be reviewed by the committee.
- Ms. Holt commented she did the commercial for the May event with Joe Bullard and she felt the live run went well today.
- Mrs. Ford commented on the local radio stations, newspaper, TDC facebook, flyers for churches as other means of advertisement.

4. Public Comments (3 Minutes)

Mr. Harold Bailey/James Travis from Chattahoochee commented on the Lady Blazer Softball Team (Chattahoochee) now they have formed Gadsden County Cardinal Baseball Team they played the first game Sunday. He said there Manager is Randall Estelle. He said he was present today on a simple request that he hoped they could help with. He provided a request for funds for \$2,000. He said they were advised to come before the TDC. He said they are in the Alabama/Georgia it is an old league – Jackie Robinson played in the league. He gave application to Ms. Burns.

Mrs. Ford said you just submitted your application and you are good because it is open until April 30, 2018, and they would notify him if they had any other questions or concerns.

6. **Adjournment**

Information only:

78 Madison Status Report
1st Annual Cultural Festival – May 12, 2018
Red Eye Velo Race – June 2-3, 2018

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:29 P.M.

GADSDEN COUNTY, FL

CAROLYN FORD, VICE - CHAIR
Tourist Development Council

ATTEST:

BERYL WOOD, DEPUTY CLERK for
NICHOLAS THOMAS, CLERK