

AT A REGULAR MEETING OF THE GADSDEN
TOURIST DEVELOPMENT COUNCIL HELD IN AND
FOR GADSDEN COUNTY, FLORIDA ON JUNE 18,
2018 AT 3:30 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ :

Present:

Lee Garner, Chair
Carolyn Ford, Vice –Chair
Peter Patel
Cathy Johnson
Jeff DuBree
Sonya Burns, Housing Coordinator
Joe Bouch, 78 Madison
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Angela Sapp
Brenda Holt
Linda Dixon

1. Pledge of Allegiance/Roll Call

Lee Garner, Chairman of the TDC called the meeting to order at 3:42 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.

2. Amendments to and Approval of the Agenda

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

3. General Business

a. Approval of Meeting Minutes (April 2018) – Lee Garner, TDC Chairperson

UPON MOTION BY MRS. FORD AND SECOND BY MRS. JOHNSON, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE APRIL MINUTES.

b. 2018 Funding Application Requests – Brad Johnson, Assistant County Administrator, Jeff Price, OMB Office

Attorney Weiss said the chart presented is for your information only to be aware of the applications submitted. The recommending committee needs to meet to review applications.

Mr. Garner said that Mr. Johnson would need to determine eligibility. Attorney Weiss commented that they could decide who would be on the committee. As for the meeting it needs to be advertised as to when who and what time.

UPON MOTION BY MRS. FORD AND SECOND BY MRS. JOHNSON, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE COMMITTEE AND FOR OTHERS TO VOLUNTEER IF THEY WANTED.

Committee Members: Carolyn Ford, Peter Patel, Brenda Holt and Angela Sapp.

Mr. DuBree asked could you tell them what information or criteria makes a person qualify.

Attorney Weiss commented on the estimated number of bednights, a tourist coming into the county and funding for 3 consecutive years to 50% of funding amount or whichever is less is. He said this is a criterion that was placed in the by-laws by the Council.

Mrs. Ford asked would they have the criteria in front of them. Ms. Burns said that it could be provided.

Consensus to hear from Committee.

Mrs. Johnson questioned The Town of Havana not having a hotel. She asked what qualification they would go by since they are applying without bed nights.

Mr. Garner asked Attorney Weiss was there any other criteria that they could use.

Attorney Weiss stated the bednights wouldn't have to be in Havana, just somewhere in Gadsden County.

c. 78 Madison Task Order(s) and Report(s) Approval

Mr. Joseph Bouch came before the Council with several requests. The first was the Explore Gadsden County brochure, they are low and need to replenish and they have been revised. He presented a mock brochure which included Gadsden Art Center & Museum, Photography, and commented that the Sheppard's Mill in Greensboro has been removed.

Mr. Patel asked what the cost was. Mr. Bouch replied around \$500-600. He asked for approval from the Council.

Mrs. Ford asked where was the local African – American Church, Arnett Chapel AME that was recently added and given the prestigious honor of being named a historic site by the Florida Department of State Historic Marker Program.

Mr. Bouch said he was unaware, but we check information and add.

UPON MOTION BY MR. DUBREE AND SECOND BY MRS. JOHNSON, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE REVISED MAP BROCHURE LAYOUT.

Pocket Brochure

Mr. Bouch said with the pocket brochure they were running low (similar changes). He said with people hating to carry things, they created the pocket brochure on it they changed the photos and tried to cover each of the towns. He said it would be accordion style.

Mr. Patel asked why there weren't any hotels included in the brochure. Mr. Bouch said hotels could be added to the brochure. He said whatever collects bed tax. Mr. Patel said he was in favor of placing hotels (Just name, address and phone number). Mrs. Ford also felt it should be added. Mrs. Ford commented Arnett Chapel should also be added. Mr. DuBree commented the larger, suggested doing maybe a certain quantity, printing maybe a year's worth at a time. He also entertained the questions regarding the brochures being in the welcome center, exits and restrooms.

UPON MOTION BY MR. DUBREE AND MR. PATEL, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, FOR APPROVAL TO REVISE THE POCKET BROCHURE WITH THE LIMITED QUANTITY TO BE RENEWED ANNUALLY.

Crappie Tournament

Mr. Bouch announced the Crappie Tournament scheduled for February 8-9, 2019. Ms. Burns said it needs to be presented. He asked is it a go and will it include TV. He said he was in support of the TV portion, it is viewed by 2 million viewers and discussed the economic impact to Gadsden County. Ms. Burns said they would follow up at the July meeting. Mr. Bouch said when they get the footage they will add to social media and web site.

Tampa Bay Times Media Opportunity

Mr. Bouch presented what he said was a great media opportunity for Gadsden County – Tampa Bay Times. He said they are featuring outdoors and historic places. He said his proposal to the Council and can't exceed \$5,000 budget that can be used for slush fund (random media opportunities).

Mrs. Ford commented this year there will be less money; she said that they would be cutting back. She asked that he prioritize with most important.

Mr. Garner commented that the Rutabaga Restaurant in Chattahoochee will be filmed this weekend with 3 different publications one which is (Southern Living).

Mr. DuBree suggested putting an approved line –item.

Mr. Patel asked could they receive an email about upcoming opportunities. He said if something needed approval they could always have an emergency meeting.

Florida National Association of Counties

Mr. Bouch commented the Florida National Association of Counties produced 4 videos free of charge of Gadsden County. He said it included a: Welcome Video, Economic Development, Outdoors, and History.

Mr. Garner asked when it would be available. Mrs. Ford said there is a lot more to Gadsden County such as the agriculture (farms) rural area and the Telogia Creek. She wanted a true reflection of Gadsden County. Mr. Bouch responded he delivered what Board asked him to do. Mr. DuBree suggested future videos to shoot could include all other items. Mrs. Ford suggested a different point of view; the history portion could include murals. Mr. Bouch said he would see how he could edit.

Mr. Bouch said he wanted all footage and would like to offer some money to get raw footage. He said he was not sure what the dollar amount would be. Mr. DuBree said that in the past he has traded out room nights for footage in the past. Mrs. Ford said Mrs. Holt said she would try to get footage free since she is affiliated with the Association.

Ocean Florida

Mr. Bouch said the Ocean Florida (Reciprocal Link with Ocean Florida) on the website and I am asking that they put our Logo on their website. Mr. Garner asked for Mr. Weiss opinion. Mr. Weiss said there was no legal issue. Mr. Bouch said in the UK they are fascinated with space.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE OCEAN FLORIDA IF IT IS LEGAL.

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Destination Crappie

Mr. Bouch said Destination Crappie (www. DestinationCrappie.com) has presented a great opportunity for the Lake Talquin. He said it would take \$250.00 to create an ad and we would be able to use video and advertising will be live on the link. He offered the back cover to us and sends me the ad. He said this was a great opportunity. He passed around 3 ads for tentative approval.

Mrs. Ford asked was it in the current budget. Mr. Bouch said it was not, it's not a line item in the current budget.

UPON MOTION BY MR. PATEL AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 5-0, BY VOICE VOTE, FOR APPROVAL OF THE DESTINATION CRAPPIE OF \$250.00.

Task Orders

Mr. Bouch presented several task orders for the months of July, August and September He said there was no budget for outdoor advertising at this point. He said he needed to ride the boards before choosing one. He said was not sure what the exact cost is and he would bring the analytics the next time. He said he would forward the most current Status Report and send out.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, FOR APPROVAL FOR ALL TASK ORDERS FOR THE MONTH OF JULY, AUGUST AND SEPTEMBER.

100 Years of Coca-Cola

Mr. Bouch said it is time to start the planning for the 100 years of Coca-Cola. Mr. Garner suggested he get with Mr. Johnson to ensure that is still the will of Board. He said he spoke with Grace Robinson concerning the Coke Art coming into the Art Museum. Mr. Garner said Mr. Munroe was the contact person and they needed to find out where we stand. He asked that it be placed on the agenda for the next meeting to add Coke plans for next year.

4. Items of discussion from Council Members (no vote items) - N/A

5. Public Comments

Tom Lombardo of the Havana MainStreet came before the Council. His concern was the criteria for TDC funding. He said it doesn't address event funding. He discussed the bednights and asked how would they go about a change in the criteria? He said it is not a part of the FL Statue.

Mr. Patel commented you are using the money for bed tax that is how the TDC get's its funding.

Mr. Lombardo said that the criteria could be of economic impact to the County.

Mr. DuBree said it is not the only criteria and we would have to change the Strategic Plan.

Mr. Garner asked Attorney Weiss what he would suggest. Attorney Weiss stated you would have to amend it. He replied it is in your plan and no it's not a statue, it is a policy decision by this board. He said you would have to make a change to the TDC plan as a recommendation to the Board of County Commissioners.

Mrs. Ford questioned the museum funding. Attorney Weiss confirmed it was per statue, there is another class in the statue. He said it was basically a different category for a prevision for museums. He explained it was at the discretion of the Council.

Kate Sullivan, Word of the South, Word Smith Media addressed the Board. She said the event she is presenting would occur on January 9-12, 2019. She said Authors Debra Johnson would be present; it would benefit the Gadsden County Literacy Program. She said it would be the inaugural event for Gadsden County. She said she would like the opportunity to seek funding and has placed her application for consideration.

John Garcia, the new Owner of Allison Inn, came before the Council. He asked how effective were the analytics concerning social media. He said he used a lot of Facebook and wanted to know how effective did the TDC find it.

Mrs. Johnson asked when they would be able to address the questions of Mr. Lombardo.

Mr. Garner asked that he bring it back at a future meeting.

Information only: Red Eye Velo Bike Race Report

6. Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:13 P.M.

GADSDEN COUNTY, FL

**LEE GARNER- CHAIR
Tourist Development Council**

ATTEST:

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