

**AT A REGULAR MEETING OF THE GADSDEN
TOURIST DEVELOPMENT COUNCIL HELD IN
AND FOR GADSDEN COUNTY, FLORIDA ON
JULY 16, 2018 AT 3:30 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ :**

Present:

Lee Garner, Chair
Carolyn Ford, Vice –Chair
Brenda Holt
Peter Patel
Cathy Johnson
Linda Dixon
Sonya Burns, Housing Coordinator
Joe Bouch, 78 Madison
Brad Johnson, Assistant County Administrator
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Angela Sapp
Jeff DuBree

1. Pledge of Allegiance/Roll Call

Lee Garner, Chairman of the TDC called the meeting to order at 3:40 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

Mr. Johnson mentioned the sub-committee meeting that was not held due to a quorum not being present. He said today's meeting would be a more in-depth conversation.

Mr. Garner asked when the numbers were needed for the County. Jeff Price, Senior Management & Budget Analyst, said numbers need to be in by the end of August. Mrs. Holt said there should be another meeting of the sub-committee. Mr. Garner said there are 13 applications for review.

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

3. General Business

Mr. Garner asked about a summary of what goes in TDC each year. Mr. Price said it is normally \$130,000 a year for revenue for TDC. Mr. Garner asked about the reserve and Mr. Price responded there was about \$112,000 in reserve funding. He said the Strategic Plan suggest it should be kept around 20% (\$150,000 for year FY18-19).

- a. Allocation of Marketing Funds Brad Johnson, Assistant County Administrator, Jeff Price, OMB Office

UPON MOTION BY MS. HOLT AND SECOND BY MRS. FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO ALLOW THE MARKETING COMMITTEE TO MEET AND REVIEW THE APPLICATIONS.

Mr. Johnson said they should be able to advertise and be able to meet as soon as the first week in August.

Mrs. Dixon arrived at 3:50 pm.

b. Marketing Status Update(s) - Joe Bouch, 78 Madison

Mr. Bouch gave the Fall Status Report; Videos and link were updated with concerns addressed; NACO History Video with addition of the Hippocratic Mural. Ms. Holt asked that the next time they meet if he could show them as a group the video. Mr. Bouch said on map brochure and pocket brochure he added church and places to stay per the Councils request from the last meeting.

UPON MOTION BY MR. PATEL AND SECOND BY MS. HOLT, THE COUNCIL VOTED 6-0, BY VOICE VOTE, FOR APPROVAL OF THE VIDEOS PRESENTED BY MR. BOUCH.

- Facebook promoted post from Jan until now
- Website analytics from Jan – Jun
- Crappie Tournament – Ms. Holt asked how they go about getting local fisherman. Mr. Bouch said put more emphasis on it which should include more Facebook, press releases and radio ads for the local community. Mr. Bouch discussed the Get-away cards, which would allow local businesses to get involved. He also discussed the Facebook Ad Campaign and Google Ad Campaign.

c. Quincy Main Street Presentation

Alex Sink, Quincy Main Street Director announced that they were awarded a \$50,000 grant. He said it was used for the Walking Tour. Joe Munroe, formally of the TDC, and Quincy Main Street member said they produced around 250,000 brochures with the Walking Tours and the GPS App with 72 stops, divided between 3 narrators. He said it was something that could be expanded –

Historic Quincy Walking Tour. He showed how the app works. He said individuals would have two hours to complete the tour. He proposed the three Main Streets, Eastern, Western and Main gate as visitor citizens as gateways to the County. He said that he would like TDC to fund \$5000 to each of them annually to serve as Visitor Centers to the County. He asked the Council to download the tour buddy and said that IT will add it to the Do Something Original Website. He said all narrators were professional and he enjoyed working on this project.

Ms. Holt said she loved it but 60% of the population was black and asked why it was not more on the black contributions to the County. She said he was on the right track and they had to be more forthcoming. Mr. Munroe said they have featured some black features. Mrs. Ford commented on the Southside of Quincy (between Arnett Chapel (Quarters) in the Walking Tour, Seaboard was updated and added Dean Mitchell. Mr. Sink said 5 out of 11 members on the Quincy Main Street are minorities. He said they would always include African – American History.

d. Havana Main Street Presentation

Tony Lombardo, Executive Director discussed the proposal presented to TDC from the previous meeting which Mr. Garner asked him to bring back before the Board. He presented changes that would allow for increased funding and for funding to day trippers.

Mr. Garner asked Mr. Weiss to look at the proposal and add to it. Mr. Patel said they are spending bed taxes. He said marketing funds are being given; they give three years for them to get established. Mr. Weiss said events and marketing were tiered on both.

Mr. Weiss said it was tiered and it was two different categories on bed nights and funding on both categories. He said they couldn't qualify for as much without any bed nights they could only get up to \$2,000.

Mrs. Ford said they wanted people to use the hotels, because that was where they received the funds.

Mr. Bouch said there was a conversation of getting money from TDC (tier) Day trippers gets about 50% of our messaging. He said they always advertise day trippers and believe they are important.

Mr. Johnson read into record the statue. He said they could get further information. Mr. Garner said they should look into that.

Mr. Weiss said that he was correct; it was the will of the Board. They don't have to stay overnight. He said it is a policy level decision, changing the Strategic Plan was at their discretion.

Mrs. Ford said they should have a workshop to look at the Strategic Plan. Ms. Holt agreed with the workshop. She said she was a component to do visitor cards and she wanted data. She said the Council should be producing the cards. She said she thought the Visiting Station should be

Midway at the Flying J. She said that they would stop and get gas and hopefully visit Gadsden County.

Mr. Sink discussed bed nights. He asked that they not just look at all presented but the overall impact of the economic impact as well.

Ms. Holt asked why they were shutting down downtown when events happen on the square. She said maybe they need to adjust the streets that were blocked by the police. She said it would take everyone working together. Ms. Holt said the County didn't have vendors and they should have.

John Garcia, Allison House, commented on the Red Eye Velo race. He said generating traffic leads to bed nights. He said it was disconnected. He said he did go out and speak to the participants and offered them coffee. He said the question was how we could integrate the community and how we would get the black and Latino populations involved to make it inclusive to all.

Ms. Dixon said the bikers didn't visit her store. She said it was too many people not to have the vendors and downtown open for that event. She suggested the Art Center and others could capture those that are visiting for this event. She said the set up did not close downtown from her perspective. She felt it was a disconnect and everyone missed the mark.

Mr. Munroe said he tried to work with Red Eye Velo concerning the Bike Race. He said it is up to the organizer that is getting the dollars to organize. He said the host organizing entity should make the effort. He said as for Quincy Mainstreet, they partner with all that are willing to partner with them. He then spoke of the importance of marketing.

Ms. Holt said that was a County event and agreed it should have been handled better. She suggested they workshop marketing of County events especially those sponsored by TDC. Mr. Garner asked that it be workshopped and established guidelines are set.

Ms. Holt commented on CRA revitalization, push it when it comes; mural families input; visitation Cards for data at B&B and Hotels. She asked how they would go about starting and implementing.

Ms. Dixon said they could probably receive a true evaluation from such companies as Survey Junkie and Inbox Dollars, etc.

Mr. Garcia said they should include x number of data before they are able to receive funding.

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

There were no additional comments from the Council.

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

There were no additional public comments.

Information only:

Governor's Conference on Tourism

Champions Gate, Florida

September 12th -14th 2018

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