

GADSDEN COUNTY TOURIST DEVELOPMENT COUNCIL

Review Committee

MEETING MINUTES

Monday, August 6, 2018, at 3:30 P.M.

Edward J. Butler Governmental Complex

Present:

Carolyn Ford, Vice –Chair

Brenda Holt

Peter Patel

Cathy Johnson

Jeff Price, OMB Director

Olivia Smith, Public Information Officer

Brad Johnson, Assistant County Administrator

Attorney David Weiss

1. Pledge of Allegiance/Roll Call

Mr. Johnson introduced Ms. Olivia Smith to the Council as she would be the contact for this point moving forward for TDC. He said they had the applications before are for funding for the TDC for the upcoming fiscal year.

David Weiss, County Attorney commented what they could do and couldn't do with the by-laws. He said statute said they can only be used for advertising or promotions for these applications. He said exceptions were the Museums. He said this is to promote tourism or they can't be funded. He said the guideline criteria need to be followed and tied to bed nights. He said he had gone through each of the applications. He said he wanted to make sure we are within state statute.

Mr. Patel said they didn't receive applications until today, so they had not had a chance to review.

Mrs. Ford commented on the amount of funding for bed nights. Mr. Weiss replied the amounts were: 25- \$2000; 25-50 – \$2500; 51-75- \$3100, 75 and more – \$3500.

Olivia Smith discussed her tenure first at Gadsden and Leon Counties and that she was happy to return.

Cathy Johnson arrived at this juncture.

Ms. Holt asked about the number of years and is it still 3 for funding before it is reduced.

Mr. Weiss said if an event has been funded for 3 years it is to be reduced to half. Mr. Weiss said in the ordinance and bylaws section 2206 of the County Code of Ordinance members of the Council should not submit an application for funding. He said the purpose of today's meeting is to get recommendations to forward to the Tourist Development Council for a vote.

2018 -2019 TDC Funding Request Application

General Business

- a. **2018 Funding Allocation, Brad Johnson, Assistant County Administrator, Olivia Smith, Public Information Officer**

Gadsden County Democratic Party

Mr. Weiss said they didn't list bed nights. He said on the back end they verify the bed nights or advertising before reimbursement. He said he was not sure of the amount what would be coming into the County as for funding for TDC. He said you shouldn't spend more than 20% of last years funding. Mr. Weiss said the Art Center asked for \$10,000 (these are the marketing ones, the there amount is in the budget already by state statute). Ms. Holt said they all are supposed to apply. Mr. Patel said there is a separate budget line. Mr. Price said that is correct. Mr. Weiss said the next meeting these recommendations will come before the TDC. Ms. Holt said those 3 needs to come before this committee. Ms. Holt said she wouldn't recommend anyone over \$2,000. Mr. Weiss said it includes the Havana Museum, Art Center and Music Theater and Bike Race is in a separate category. The Bike Race didn't have any funds for marketing. He said the application does include it. He said today they are looking at marketing funds. He mentioned that the Bike Race and Crappie Tournament should come out a different pot of funds.

Ms. Holt said they should simplify the process. Mr. Patel said let's put down a \$1,000 (last time unless they can provide bed nights). Mrs. Ford said impresses them to use the hotels in our county. The recommending funding was suggested at \$1,000.

2. **Maurice Grant 2018 Reggae and Blues Festival**

Mr. Weiss said there was no indication of room nights; no indication how funds would be used. Mr. Weiss said he would need to show receipts of advertising. Mrs. Ford said it needs

to be contingent upon receipts. Mr. Patel, it should be specified what he is using funds on. The recommended funding was recommended \$1,000.

3. **Chattahoochee MainStreet** - Mr. Weiss said this particular request did not have a lot of bed nights. The recommended funding was at \$1,000.
4. **Dr. MLK Committee** - no bed nights – The recommended funding was at \$1,000.
5. **James J. Anderson** – The recommended funding was at \$2,000 (no bed nights).
6. **North Florida Economic Development** – no bed nights Recommended funding was at \$1,000.
7. **Countywide Business & Individuals (Gadsden County Baseball)** – no bed nights (*make it really clear, reimbursement basis, you need receipts on marketing and advertising*). The recommended funding at \$1,000.
8. **Quincy MainStreet** – Yes on room nights. The recommended funding was at \$2,000.
9. **Golden Knights Motorcycle Group**
Yes on bed nights - 80-100; they are asking for \$3,500. Mr. Weiss and Mrs. Ford commented on the threshold. Mr. Patel said they have the bed nights. The recommended funding was at \$3,500.
10. **WordSmitten Media, Inc.** – Yes on room nights \$2,500 (at courthouse tentative). Mr. Patel said the County could benefit from a community hall. He said funding could be by TDC or assist. Mr. Weiss said as long as it is publicly owned. Ms. Holt said that was a good idea and they could apply for grants and funding. The recommended funding was \$2,500.
11. **Harold Bailey & James Travis** - same applicant – N/A
12. **Top View Sports** There was concern that they show no advertisement. They recommendation was \$5,000 cut in half due to it being the 3rd year. Johnson Weiss move to the Council, so everyone can decide. (let's move over and look at it) Let's take out of this funding request.

13. **Havana Main Street** - The concern of the Committee was that it was the same as the Havana History & Heritage Society. The recommended funding was at \$1,000 and they would need further clarification.

14. **Gadsden Art Center** -\$6,000; Havana History & Heritage Society -\$5,000; Quincy Music Theater -\$6,000 (Ms. Holt recommend that they not get more than half of what they request). She said they should allow it to be open to everyone and after a certain point, everyone should self-sufficient.

Ms. Holt asked how much was carried over for last year. Mr. Price said he didn't have the number. He said he would provide. She said past history was \$169,000 projected and \$66,000 more \$103,000.

Items of discussion from the Council members (no vote items) – There were no additional items up for discussion from the Council.

Public Comments (3 minutes) – There was no public comment.

Information only:

Tourist Development Council Meeting – August 20, 2018 at 3:30 p.m.

Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:58 P.M.

GADSDEN COUNTY, FL

**CAROLYN FORD, VICE - CHAIR
Tourist Development Council**

ATTEST:

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