

AT A REGULAR MEETING OF THE GADSDEN
TOURIST DEVELOPMENT COUNCIL HELD IN
AND FOR GADSDEN COUNTY, FLORIDA ON
SEPTEMBER 17, 2018 AT 3:30 P.M., THE
FOLLOWING PROCEEDING WAS HAD, VIZ:

Present:

Carolyn Ford, Vice –Chair
Jeff DuBree
Brenda Holt
Peter Patel
Cathy Johnson
Olivia Smith, TDC Administrator
Joe Bouch, 78 Madison
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Angela Sapp
Linda Dixon
Lee Garner, Chair

1. Pledge of Allegiance/Roll Call

Carolyn Ford, Vice-Chairman of the TDC called the meeting to order at 3:38 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. HOLT AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.

GENERAL BUSINESS

3.

a. Approval of Minutes

UPON MOTION BY MS. HOLT AND SECOND BY MR. PATEL THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AUGUST MINUTES.

b. 78 Madison Marketing Contract/NACo Videos

Ms. Smith discussed the 78 Madison Marketing Contract. She said September 30, 2019 ends the contract but they could terminate within 30 days of notice. She highlighted some of the duties, statewide advertisement, press release, radio announcements, regional tourism, and media tours along with the one where he brought the Villages in. She said they provide 28 of basic services a month. She said that she would like to revisit the contract.

Ms. Holt asked where in the contract this is referenced. Ms. Smith mentioned the app, doesn't currently work on page 13. She said the current website doesn't reflect that image. Mr. DuBree questioned what is not being done. Ms. Smith said the media bloggers, social media strategies, Geofencing is something that we should continue to do. He has not utilized the video on the facebook page, nothing new, facebook story feature, said there were creative ways to do a Facebook page and it could grab people's attention when they scroll. She said there were a lot of opportunities that are going untouched.

Ms. Holt said she liked Ms. Smith ideas. She inquired about advertising at the football games, what kind of marketing prepares us for the people. She mentioned a van that is advertised at events that could possibly take them places.

Mr. Patel stepped out.

Mr. DuBree said they have put a lot of work into advertising. He said it would be nice to market to Chattahoochee, Arts Center, Havana, and Downtown Quincy when they are looking for other things to do. He said that with football games they are getting the bed tax.

Mrs. Ford said that Georgia is big on tourism, she discussed agriculture. She said she spends her weekends visiting events that focus on that. She suggested tours of the farms. She said they have something to offer here, its farms. She said they are only scanning the service and they really need to look at what we have here. She said they could focus on family reunions. She said it was very big in this county and people frequent the hotels. She asked about vouchers and why do they pay so much.

Ms. Smith said they have sponsored ads and did not know how long or broad the ads were. She said she didn't have an answer for the dollar amount." I'm not sure why they bill separately. I don't believe there is a dollar amount in the budget." Ms. Smith said she would talk to him and get a little bit more understanding and structure.

Mrs. Ford said she would like to know what they are paying for.

Ms. Holt said she is getting a sense to look another route. "I don't have a problem with not continuing the contract. We do need to look at what is being offered." She said she would like to give them something to do while they are here. We don't have data cards for the visitors and that is something that is needed.

Ms. Smith said they did not have to spend the \$90,000, they could opt to spend \$60,000 if they decide to revisit the contract. She said the Strategic Plan was very clear.

Mr. DuBree said maybe they should direct them to 78 Madison. Mrs. Ford said she looked at the contract and about 50% has not been touched. She would like to see the evaluation system.

Ms. Holt said there is nothing wrong with taking a break. "We can sit down and find some things to market within the County."

Ms. Smith asked about a retreat to discuss the Strategic Plan. Mrs. Ford said she looked at her resume and she brought a lot of things to the table, that they could do in-house. She asked Ms. Smith how effective was the ads. Ms. Smith replied they should have partnered with some of the local businesses.

Mr. DuBree said bringing everyone together you could put resources together by sitting down. Ms. Holt said advertisement with addresses to said places would be helpful. Ms. Smith suggested discussing the businesses at the retreat, such as Bay County bringing in different partners and businesses." It can help with the restructuring of the Strategic Plan. You can be more deliberate with what we offer. She said she could do small things. "I can't do what a marketing company can do. I can do social media; we can give it a try." She said they have Google statistics, she said that you can Instagram we don't have one.

Mrs. Ford said the Allison House, John the owner, seemed versed in the marketing strategy. She said if they get a retreat, they can also invite business partners. She said they can come up with ways to get people here. She said when she looked at the marketing strategy with black and brown farmers they aren't in his advertisement. She said the football games don't need advertisement.

Mr. Patel said for three games he is booked. Ms. Smith said in terms of diversity staff can direct the firm on. "We can require the marketing firm to feature people of different ethnicities." She said she has to have demographics. She said the NACo videos they didn't have any people of color available.

Mrs. Ford said what he did do, was the various graveyards included were the Historic Seaboard Cemetery Walking Tour along with Joe Munroe and they included Arnett

Chapel AME Church. She said she felt the retreat was a great idea. "We have some things to offer. In the guide, there was no mention of people of color (Dexter Jackson), Sports Hall of Fame." She expressed with an outside firm we need a committee of local people.

Ms. Smith said they could always look at local marketing firms such as Zimmerman, Ron Sachs, and Moore Communications to name a few.

Ms. Holt said they should sit down and go through this and be specific.

Attorney Weiss commented this input is great and in-depth. He said this is what the consultant needs to hear and should be put in the Strategic Plan. He said this is the only firm that bid on the RFP. He said that what they would do is make a recommendation to BOCC as to what they would like. He said whatever format for media such as the app, media, we need it and before they are terminated. He said express some of the current things to the current contractor. He said to get some of the things and then if you still aren't pleased then you offer the 30-day notice. "We need everything the County has paid for."

Mrs. Ford said could they ask for information as based on the deficiencies. She said they didn't approve the \$30,000 nor did they approve the \$60,000.

Mr. Patel said they didn't approve the Crappie Tournament, event grant funds nor the Shade Tobacco for Havana. He asked about the \$13,000 current charges amount for salary. Ms. Smith said that was their portion of her salary.

Attorney Weiss said in term of this budget, it would be approved by BOCC today. You aren't obligated to spend the full amount. He said this is the direction we are trying to move in. "We can do stuff in as a cost-saving measure. I want to make sure we are in good condition. The budget does not identify a particular vendor."

Ms. Smith discussed media tours, we need marketing materials. "We need stuff printed."

Mr. Patel said with the way things are going we won't have any reserves.

Mrs. Ford asked what the relationship of the contract and the budget is.

Attorney Weiss said he (78 Madison) gets \$2500 a month, meetings, strategic plan, media planning, and buying, etc. the creative side. The additional monies are the task orders, it has to be approved. He said travel is not included. He can attend electronically. The rest is additional, the \$2500 is the only thing we are liable for.

Mr. DuBree said a marketing firm would want to know the budget for media and the commission is how they make their extra funds. Ms. Holt said if we end the contract today it would go to the next BOCC meeting and 30 days after we could give notice. She said they would have an obligation to pay a retainer. She asked where he is with the task orders and with spending and the cut-off. She said asked that she get everything in writing.

Mr. DuBree said we need to make sure what we can do in-house and redirect him over the next couple of months.

Ms. Holt commented out of the \$60,000 where we are with the spending, drawdown of funds. She said let's get a retreat going. Ms. Smith said she would archive a social media account and public record laws. She explained, if I comment and I cuss, Gadsden County violated my 1st amendment rights. Ms. Holt said when we archive it, why can't we do it. Ms. Smith said all I can do is screenshot; we need to save those records. Ms. Holt asked for Mr. Price to do total task orders and cost of them and have data in front of us. She said Invoices must match task orders. We can track by invoice.

Mr. DuBree asked what they could do in-house to save funds. Mr. Patel commented task need to be done per the contract. He needs to provide what he will do with the \$60,000.

The consensus was the said information would be needed by the retreat from Mr. Bouch. Ms. Smith said the retreat would probably be a half –day.

c. Status Report on Tourist Development Council Bylaws and Member Attendance

Attorney Weiss said the item is only a status report. He said they are the ones recommended by the TDC to the BOCC. He said the current ones are for extensive absences we need two people, we need 5 people to make a quorum. He said if you have ideas, let us know. He said this information is more of a report.

Ms. Holt asked about the absent members. Ms. Smith said Mrs. Sapp said she would like to continue. Mr. Garner said he is relinquishing his seat and Ms. Dixon said she would be here. She said the desire is there.

Ms. Holt commented on PC Commission wanted training that resulted from their workshop. She also discussed a trip to involve the TDC along with Planning and Board.

Ms. Smith said there are funds from the Governors Conference available that could be used for travel. She said she would reach out to 78 Madison to receive the process on how funds are spent and about their contact.

There was a loss of quorum, Mr. Patel left at 5:05 pm, the meeting ended.

4. Items of discussion from Council members (no vote items) – N/A

5. Public Comments (3 Minutes) – N/A

Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:05 P.M.

GADSDEN COUNTY, FL

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

ATTEST:

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