

AT A REGULAR MEETING OF THE TOURIST
DEVELOPMENT COUNCIL HELD IN AND FOR GADSDEN
COUNTY, FLORIDA ON MONDAY, FEBRUARY 24, 2020
AT 3:30 P.M., THE FOLLOWING PROCEEDING WAS
HAD, VIZ:

Present: Carolyn Ford, Vice-Chair-Person of Tourist Interest
Jeff Dubree, Bed Tax Collector
Brenda Holt, County Commissioner
Cathy Johnson, Havana Council Member
John Garcia, Bed Tax Collector
Keith Dowdell, Quincy City Commissioner – arrived late

Absent: Peter Patel, Bed Tax Collector
Linda Dixon, Tax Collector

Staff Present: Wesley Hall, Interim County Administrator
Jeff Price, Senior Budget Analyst
Marcella Blocker, Deputy Clerk
Beth Gjemse, Clerks Office
Jon Brown, Public Information
Clayton Knowles, County Attorney

PLEDGE OF ALLEGIANCE/ROLL CALL

Vice-Chair Ford called the meeting to order at 4:08 p.m. and led the Pledge of Allegiance, it was followed by Roll call by Beth Gjemse from the Clerk's Office.

AMENDMENTS TO AND APPROVAL OF THE AGENDA

COMMISSIONER HOLT MADE A MOTION TO APPROVE THE AGENDA WITH A SECOND BY MR. GARCIA. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

APPROVAL OF MEETING MINUTES

MR. DUBREE MADE A MOTION FOR APPROVAL OF THE MEETING MINUTES FROM OCTOBER 21, 2019 WITH A SECOND BY COMMISSIONER HOLT. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

COMMISSIONER HOLT MADE A MOTION FOR APPROVAL OF THE MEETING MINUTES FROM DECEMBER 16, 2019 WITH A SECOND BY MS. JOHNSON. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

MR. DUBREE MADE A MOTION FOR APPROVAL OF THE MEETING MINUTES FROM JANUARY 6, 2020 WITH A SECOND BY MS. JOHNSON. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

CITIZENS REQUESTING TO BE HEARD ON NON-AGENDA ITEMS (3-MINUTE LIMIT)

None were had.

GENERAL BUSINESS

Financial Report

Mr. Price came before the board and said things were smooth, revenue was coming in strong and expense had been light. There was not a lot of activity the last couple months and hopefully this summer would pick up. He was happy to answer any questions that were had.

Mr. Garcia stated he was new and asked where TDC revenue came from. Mr. Price said 2% tax that comes in was just to TDC. Mr. Garcia asked if he could look at revenue for TDC and do a reverse calculation as to the number of bed rooms. Mr. Price said correct. The next question Mr. Garcia had was, did the 2% apply to Air B&B? Mr. Price answered he did not know and someone would find out.

Mr. Knowles said as he understood Air B&B, they charge the local municipal fee and remit that money to the respective County. He did not think it was something that a person directly paid and Air B&B sent it directly to the tax people. Mr. Garcia asked Mr. Knowles if he knew that for a fact and Mr. Knowles said that was how it worked in Tallahassee but he would look it up and get back to him with a for sure answer.

Mr. Garcia said he wanted to make sure Air B&B were contributing to the TDC fund given the fact that the market had increased in the number of Air B&B's in Quincy and they may be missing revenue there.

Vice-Chair Ford asked how many B&B's were in Gadsden county?

Mr. Garcia did not know but had seen more and more and stated It was revenue that belongs to this Council.

Mr. Dubree said years ago they had the same issue and tried to find out with the State where the funding was coming from. He said the only way that could be done was if you collected the tax directly. (If our tax collector collected it directly instead of running it through the State.) He further stated we could be missing a lot. Lake Talquin has a lot of Air B&B's as well and it would be nice to pinpoint whether we get that revenue or not.

Mr. Price stated he will ask that question. Mr. Garcia said it would be simple to do the math if they knew how many hotel rooms X 2% and if the number comes out right then Air B&B's were not contributing.

Vice-Chair Ford asked on the expenditure pages, page 4, \$2,063 (December) was for what. Mr. Price said he did not have the details but he would check. He thought maybe it was left over from 78Madison.

Updates

MARKETING AGENCY FOR MARKETING SERVICES

John Brown introduced himself and stated he was doing part-time communications and marketing support for the County. He stated he was learning more every day and he had worked with some of the people here in the past when he was here from 2006-2008 as the Public Information and Community Relations and Governmental Affairs Director. He asked to excuse him while he was getting up to speed and if the Board had some questions, he might have the same questions. He further stated one of the things he tried to get up on quickly was the Marketing Services Agreement. A few weeks ago, he learned TDC was at a point where Paradise was not at table anymore and timing was an issue for Paradise. He said the County and

Paradise were too far apart. He stated he spoke with Vice-Chair Ford who told him Paradise gave a good presentation and that the TDC chose Paradise.

Mr. Brown called Paradise and told the TDC that Paradise was back at table now and everyone would like to move forward, with council in place. Attorney Knowles was very clear that was the desire of the TDC and the Administrator and it was the TDC choice to move forward and Paradise was excited about that. When Mr. Brown spoke to Paradise, they stated they have a partner based in Tallahassee to work with the TDC and he liked the idea of them being so close. Mr. Brown will talk with Mr. Knowles and get things moving. This fiscal year ends in September and Mr. Brown said he thought there was an opportunity to use the money for impact because the window was shorter now. He stated the board had to be smart and start heavy and then maintain moving forward into the next fiscal year.

Mr. Garcia said he had missed something. He did not know Paradise was approved. He thought the TDC was not happy with Paradise.

Vice Chair Ford said at the October 21, 2019 meeting the TDC ranked and chose them and Mr. Garcia was not here yet.

Mr. Dubree said since Paradise was chosen, they had trouble getting them onboard and running with a contract and that was where the stalemate was for the past 2-3 months.

Vice Chair Ford stated if she remembered correctly, the issue was with council and had legal wording issues.

Mr. Garcia stated that was not his understanding, and he was disappointed with Paradise's presentation and was surprised by the decision to move forward. He was disappointed in Paradise; they would not even get on the phone with TDC. He thought the TDC was going to do more than just hand it over to the lawyers. He said he was nervous with the contract because it was missing things and was badly written. He did not think it was a lawyer thing, he thought the presentation was bad. They did not address concerns he had like the example that Paradise gave was not a town that was like Quincy and did not think they would understand our town. (The example was Naples) He was under the impression they were going to come back to talk with the TDC before moving forward.

Mr. Brown stated he thought Paradise did present and Kerigan did not. When he spoke to Paradise they referenced being here for a presentation. He stated in the minutes he had, the TDC had ranked the Marketing Agencies and chose Paradise.

Mr. Dubree said Mr. Brown was correct, there was a presentation and Paradise was chosen and Kerigan was 2nd. He said the contract issues, he thought, fell under the fact that the RFQ was so broad scoped that they could not conceivably do everything for the dollar amount that was there. He further stated the way around it before was once they got started TDC would prioritize because TDC needed help prioritizing the list of things the TDC wanted. He stated the stalemate was based around trying to get the contract signed.

Mr. Brown said there was no forward movement just a lot of back and forth and he is wanting to get it back together to try to make it work.

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Mr. Dubree asked if the agency in Tallahassee was a subcontractor or partner and Mr. Brown said an Agency or a partner. Mr. Dubree wondered if the County wanted to get into that kind of arrangement and Kerigan was very local and that may need to be discussed.

Mr. Brown said that was his next move, if TDC wanted Kerigan he would go to them.
Mr. Dubree asked what the other agencies name was.

Mr. Brown asked who the partner was to Paradise and answered The Mitchell Agency.

Mr. Garcia questioned if it was a partner or a subcontractor and Mr. Brown stated that Paradise referenced them as a partner but he did not know legally what that meant.

Mr. Garcia stated it was not legally, because he sees his point, let the lawyers take care of the legal, his concern was if they are subcontracting then some money the TDC gives is being given to a subcontractor so the TDC is paying someone \$60,000 and then they are subcontracting it to someone else and have to pay them.

Mr. Brown said they are responsible for that and the TDC would be doing business and signing a contract with Paradise.

Mr. Garcia stated he understood that but if you give someone \$60,000 to do something and they subcontract with someone, \$10,00 of the \$60,00 given was going to someone else so now Paradise only had \$50,000 to spend on TDC product.

Mr. Knowles asked for guidance for the next meeting and asked Mr. Garcia what meeting he had the concerns about.

Mr. Garcia said January 6th and that was the first meeting he had attended, and he raised a few concerns that had not been answered. Mr. Garcia stated if a Council member raised a question the issues should be answered before a contract was signed. Mr. Knowles told him no contract was signed.

Mr. Brown said everyone needs to be brought up to speed. He said he has documentation that negotiation was occurring.

Vice Chair Ford said Oct 21, 2019, page 4 of 6 of the minutes, the vote was 5-0 to hire Paradise and have been working ever since on a contract.

Mr. Dubree said TDC had the presentation before the October meeting and voted in October.

Commissioner Holt said TDC chose Paradise after presentations were made and Paradise did not sign for various reasons. TDC thought it was getting worked out and did not realize there was a problem and the TDC wanted Paradise to come back and work the problem out. She stated the board had not changed their mind on Paradise, but they had not gotten a response back because Olivia got sick and she was in and out and could not do the negotiations. She said they needed to narrow down the scope and time was running out. She stated TDC wanted Paradise and it was time to move on. She said someone nearby was a good choice so the TDC could have someone to talk to now and being nearby was a plus.

Mr. Knowles asked if it was better to try to start negotiating a contract and bring it back to the TDC.

Commissioner Holt said yes, to email or phone and let TDC know what the problems were so they could help get it done. The TDC needs to have something to increase tourism between now and the deadline. Spring is here and Spring and Summer is all there is for our County. People stop traveling by the end of Summer.

Commissioner Dowdell arrived at 4:40 p.m.

Vice-Chair Ford said one of the major things the TDC wanted was Paradise to come and TDC would help them do research. They agreed to get the whole community involved in doing research.

Mr. Knowles said by next meeting they will have more info for the board. He asked to know TDC priorities.

Mr. Garcia asking about a copy of the proposal before the meeting.

Mr. Knowles said that he could get them a copy of the contract.

Mr. Brown said he did not know the timing. He stated part of the problem now was making sure they could get into a relationship with Paradise and making sure it will work.

Mr. Garcia asked if the proposal presented months ago was same proposal or if there had been changes made. He read the original proposal and there was a list of issues several members had with it and he asked if the new proposal was going to reflect the changes talked about on January 6th, or were they just working on contracts and not proposals.

Mr. Brown said he has not worked on a proposal at all. If Paradise is the TDC selection and they can be worked with there are many things to be worked on before he would bring it to the board for approval.

Mr. Garcia asked the Commission about the issues they discussed were thing the TDC wanted changed and was that what everyone else understood.

Mr. Brown said what they had in front of them at that time was the contract. Some of the issues previously discussed Mr. Brown was not sure if they were in the contract or not.

Mr. Garcia then stated his questions to the Commissioners asking if the issues they had talked about in October were just talking points or did they want the contract to be changed based on the conversations in October.

Commissioner Holt said looking at the contract the way it was written and questions asked and what goals and objections TDC had, approach Paradise with them and see what was going on with the contract, what their answers were and they could give TDC feedback.

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Mr. Knowles said the contract should be everything in the RFQ and the concerns they had at the January meeting. He said they will give them the contract, and go over it, before it goes to Paradise for questions and changes. Right now, Mr. Knowles and Mr. Brown do not know because they are both new and learning what had been happening.

Vice-Chair Ford said there was a list of things asked for in the contract. Based on what TDC decides between Paradise and Gadsden County, TDC can select what they want to do. She stated Paradise needs to have a discussion with TDC and work with us. The TDC had questions on things in the contract.

Mr. Knowles said once the contract was signed, they were locked in to whatever it was.

Commissioner Holt said months had passed and in 5 months things would not get done and it needed to do it before time runs out in 6 months.

Mr. Brown said after discussing the TDC may want to carry the dollars forward for a plan for future use as there was not a lot of time left. Shorter exposure for the year the longer there is no contract.

Mr. Dowdell asked if we had a marketing firm. Commissioner Holt said yes it was voted on for Paradise and Mr. Dowdell was not there.

Vice Chair Ford said the contract goes to BOCC after the TDC approved and the firm is decided on. How do we develop a good marketing and development plan for the county in terms of tourism? We have no signature event for Gadsden that reflects the county, character and history.

Mr. Dowdell asked if the contract was for the remaining year. Mr. Brown said it was for the current year.

Mr. Dowdell asked how much the contract was for. Mr. Brown said it was for \$90,000 (\$30,000 agency, \$60,000 media) for the fiscal year.

Mr. Dowdell asked if the County was paying the full amount with the months remaining and Mr. Brown said that was not decided.

Mr. Dubree asked if the contract was exactly parallel with the fiscal year or if it was a full 12 months from start to finish.

Mr. Knowles said rest of fiscal year or one year from date of contract was going to be a talking point of the contract and at the next meeting he will have the full run down. Vice-Chair Ford stated that meeting had to be as soon as possible.

Mr. Garcia said the money would be better served added to next year and blow next year away.

Vice-Chair Ford said she disagrees on waiting. She said the TDC needed to look at using Paradise, not pay \$90,000 but have preparation time and do research and lay things out for the

next 6 months and when the next cycle comes around, October 1, more money will be available to do great things.

Mr. Knowles said the contract can go for a year instead of ending the fiscal year.

Mr. Garcia said one of the items in the proposal was to prepare the County for next year and he would like to see, in the proposal, not only the 6 months left, but they would also help plan for a 2-3-year process.

Mr. Brown said he saw some discussion about having a plan in place before next meeting and he was looking for direction from the TDC.

Vice-Chair Ford said to Mr. Brown that he knows the county and he is expected to protect the dollar and our County to get the best bang for the dollars being spent.

Mr. Brown was looking to make the biggest impact with the remaining time and money.

TOURIST DEVELOPMENT GRANT FUNDING

Mr. Price said there was a Finance issue in the transition with Olivia Smith regarding events and funding and paying for FY 2019 bills out of FY 2020 money. Finance was having an issue paying for items from 2019 out of 2020 money. He has two now and thinks there are two more. He stated, "I talked with Connie and the only thing we can do is either don't pay them and say 'Sorry, we messed up and not going to pay'. I don't think we should do that. The only thing she said..."

Commissioner Holt and Vice-Chair Ford asked what the items were.

Mr. Price said "The Dr. MLK Committee of Chattahoochee for about \$500.00; Havana Main Street for \$1000; Gadsden County Democratic Women's Club \$1000 and Havana Shade Tobacco Museum for about \$700.00. What I suggested to her is, in our budget we had reserved for Contingency and the few thousand dollars we have we could take out of there once you all made a motion to do that, she would be able to do that."

Vice-Chair Ford said "And what they said, not to pay?"

Mr. Price said "She said that was an option, just we don't pay them, but that was a bad option."

Commissioner Holt said "Yeah, don't even, excuse me Madam Chairman, may I? Don't bring that back in a public meeting. Don't mention anything that anyone says negative like that because we're about business and tell Connie that Commissioner Holt said that. We don't do that. We don't say negative things in meetings directed to anyone, we don't do that."

Mr. Price said "So what we can do is come up with an Agenda Item for the next meeting and list all these items and you all can vote on that and make sure they get paid. If that's appropriate, I'll bring that back."

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Commissioner Holt said "May I ask something Madam Chairman? Can we not put a motion in and do that at this meeting? Does it have to be agendaed because they have been waiting how many months?"

Vice-Chair Ford said six months almost.

Mr. Dubree said "I would be down to make a motion now that we pay them out of Contingency funds."

Commissioner Holt started to make a motion to pay...

Mr. Garcia asked what the total amount was.

Mr. Price said "I don't have that."

Vice-Chair Ford said "You got it in front of you. It's \$2,200.00 isn't it? Isn't it \$2,200.00?"

Mr. Brown said "The Gadsden County Democratic Women's Club was \$1,000; I believe the Havana (inaudible, he was not at the podium) I know the invoice (then approached the podium while talking) I don't know if it's \$1,700..."

Mr. Price said "That's what was paid, what's remaining is..."

Mr. Brown said "So what's remaining is approximately \$700, \$750 or so remains."

Commissioner Holt said "Can you get us exact figures before we adjourn today, you can go ahead and add those up because I had MLK \$500,00, Havana, one of the groups in Havana \$1,000, Democratic Women a \$1,000, another one Shade Tree Havana was \$700.00. So, if we can get some exact figures on that we can put a motion in because we did agree if they turned the paperwork in, that we would pay them."

Mr. Price said "We're working on that right now."

Attorney Knowles said "Commissioner, you can make a motion to pay them those amounts you just spoke of, if that's ok and the pleasure of the Board."

Commissioner Holt said "Contingent upon..."

Attorney Knowles said "Really, if that's what you are authorizing to pay them, then that's what you're authorizing to pay them."

Mr. Garcia said "Yeah..."

Attorney Knowles said "You can do that or just say pay them what was in their application. I don't know what was in their application, so if you wanted to use those numbers you had, I don't see why..."

Vice Chair Ford said "I think he has the right numbers; it sounds like something that we..."

Commissioner Holt said "\$1,500, \$1,700, what's \$3,200."

Vice Chair Ford said "That's \$3,200."

Commissioner Holt said "What we can do is look at as soon as they get, if he can get pretty much the exact figures, we can do it and we can continue on what we're doing and then, then..."

Mr. Garcia said "I agree, we can pay if they did what we asked them to do."

Commissioner Dowdell said "Pay the bills no more than \$3,500.00".

Attorney Knowles said "We've got \$3,276.15, so if we just do \$3,500.00, we'll pay it and anything else we can just put back."

Commissioner Holt said "So moved."

Mr. Garcia said "Second."

Vice Chair Ford said "It's moved that we approve, what we said, \$3,500.00..."

Commissioner Dowdell said "No more than \$3,500.00."

Vice Chair Ford said "No more than \$3,500.00 for those applicants for MLK, which is \$500.00; Havana Shade..."

Mr. Garcia said "Havana Main, Havana Shade and the Democratic..."

Vice Chair Ford said "Havana Main Street and Havana..."

Mr. Brown asked "Is Havana History and Heritage..."

Vice Chair Ford said "All in favor, aye."

The vote was 6-0,

Vice Chair Ford said "This motion has been approved."

Vice Chair Ford said "I wonder why we didn't pay that."

Mr. Garcia said "It sounds like they didn't turn invoices in on time."

Vice Chair Ford said "Oh, ok."

APPOINTMENTS TO THE TOURIST DEVELOPMENT COUNCIL

Mr. Brown said this was their pleasure and for him to get up to speed and knew there were a lot of different components and said he did not know the components and timeframes; he would

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have to research. asked if he needed to fill another position on the TDC. He stated he has things in his box from several people asking for input and stated he needs to learn the process.

Mr. Dubree commented that Ms. Dixon was not a tax collector in terms of the TDC, she collects sales tax at her store but has no bed tax. He added what the tax collector referenced in the State Statute was the bed tax, the 2% tax. He said in the January 16th Minutes they were looking to fill the last seat a person that had Tourism Interest but the way the Statute was written, they could still have another bed tax collector because they were allowed three or 4. He added they currently had 3. He asked if the people met criteria.

Mr. Brown said he will gather what he has and provide it to TDC or have it at the next meeting if that was what they wanted and they could select from that pool or advertise again.

Mr. Dubree stated his biggest concern was it had to go to the BOCC to appoint. The TDC had to have a minimum of 3 tax collectors to meet State Statute but can have 4.

Commissioner Holt said she needed legal interpretation for clarity on the position before it was brought to the Board. She further stated it could be emailed to the TDC members.

Vice-Chair Ford she would like to have the Minutes that would need to be approved to her ahead of time so she had a chance to read them. Mr. Brown said that in the future they will have them further ahead of time and they will work as a team with the TDC.

Mr. Brown asked if with the interpretation and direction from Mr. Knowles, they should bring that to the next meeting, or did they want him to work in the interim on that. Vice-Chair Ford asked him to bring it to the next meeting.

Mr. Knowles gave interpretation of TDC guidelines for TDC members, saying 6 members on the Council should be persons involved in the tourist industry and who have demonstrated an interest in tourist development of which members, not less than 3, no more than 4, should be owners or operators of hotels, motels, RV Parks or other tourist accommodations in the County and subject to the tax. Everyone should be an elector, meet once a quarter and 2 members must be elected officials.

Mr. Brown stated he had seen a list somewhere that stated who everyone is on the board and it specified a council person and if the TDC was referencing they were not necessarily a tax collector, he asked if that meant that council member had to be shifted to a different spot and work to fill it.

Mr. Dubree stated she was involved in tourism with her store so she would fit the person of 6 but she should not count as a Tax Collector. He further stated it should be listed as Bed Tax Collector not just Tax Collector because she does collect sales tax at her store but she did not collect the 2% bed tax that the TDC money came from.

Mr. Knowles said he would look into the legal terminology in the document.

Mr. Dubree said he was concerned that when it got to the BOCC they might be told that the TDC was looking for a person that was involved in tourism and leave a possible bed tax applicant out.

Commissioner Holt stated when that item came, it came with documentation that said what each one should be.

Meeting Schedule

Mr. Brown said the meetings are scheduled through June 15; it was based on the 3rd Monday. He asked if the 3rd Monday worked or needed adjusting. The next meeting shown was Monday, March 16. He asked how that would work for everyone with Spring Break and things of that nature.

Vice Chair Ford said it not a good day she will be out of town.

Mr. Brown's list says March 16, April 20, May 18 was scratched out and June 15.

Mr. Garcia said he would like to meet as quickly as possible to get the contract done and be as effective as possible. He understands March 16 may not be a good day and suggested they meet sooner than March 16 rather than later so something could get done with the Paradise contract. He said it would be great to get Spring and if the TDC could give Paradise some direction in time for Spring it would benefit TDC because that is a big time for the County.

Mr. Brown and Mr. Knowles agreed and said they would do their best to bring something from Paradise if the meeting is third or fourth week in March and they could have contract for the agenda for BOCC.

Deputy Clerk Marcella Blocker pointed out there was a deadline for Agenda items with the BOCC and it was 10 days before the scheduled meeting.

It was decided the next meeting would be **Monday, March 23 will be the next meeting** and Vice-Chair Ford asked for a call to know the status before the meeting.

Mr. Garcia asked if it would be okay to go through the proposal with questions and concerns and send to Mr. Brown and Mr. Brown answered yes.

Mr. Dowdell asked to move TDC meetings from 3:30 to 4:00.

COMMISSIONER HOLT MADE A MOTION TO CHANGE MEETING TIMES TO 4:00 P.M WITH A SECOND BY MS. JOHNSON. THE BOARD VOTED 6-0 BY VOICE VOTE TO APPROVE.

C. LETTER OF SUPPORT FOR EXPLORE NORTHWEST FLORIDA

(ENWFL) APPLICATION SUBMISSION TO THE DEO REGIONAL RURAL DEVELOPMENT GRANT PROGRAM

Mr. Brown said a letter of support was requested from Explore Northwest Florida. They have a \$150,000 grant they will apply for. It is a DEO Regional Rural Development Grant Program and he was making sure TDC was aware. A letter of support was given in the past and he would submit another. He understood TDC had been a supporter in the network since 2008.

Commissioner Holt asked what the grant was for. Mr. Brown said he did not see that part but he would forward the information request to the members.

Mr. Dubree asked if it was Riverway South.

Mr. Brown said it was from Betty Webb, Explore NW Florida a/k/a Riverway South.

Mr. Dubree stated he was fine with a letter of support as long as the TDC was not covering dues or anything.

Mr. Brown stated that the TDC was not continuing the dues and the TDC stated they decided that to be taken out in the budget meeting and he would provide only a letter of support.

COMMISSIONER HOLT MADE A MOTION TO SEND A LETTER OF SUPPORT FOR ENWFL, BUT NOT PERMITTING DOLLARS WITH A SECOND BY MR. DUBREE. THE BOARD VOTED 6-0 BY VOICE VOTE TO APPROVE.

d. VISITOR SERVICES PARTNERSHIP

Mr. Brown said in discussion with Grace Robinson at Gadsden Art Center he needs to explore GAC to serve as Visitor Services on behalf of the County. They were asking for physical space on the Square and are staffed and were not asking for funding dollars, they just want to be a good partner. In the future there could be signs but now it was just our material and adding language to their script to serve as official visitor services for Gadsden County at the GAC.

Mr. Garcia asked what that meant to have a Visitor Service.

Mr. Brown said it meant if someone in town needed a map or other County material, they will have a place to get one.

Vice-Chair Ford said that designation with the State means GAC can get additional dollars and the money Gadsden County gives them already supplies that information. She wanted to see someone set up a Visitors' Center in empty County buildings. She further stated the State had two grants coming in the late spring that give the County money to set up a Visitors' Center and it would not only help the County but the cities that surround the County.

Mr. Garcia said he thought the TDC should take it slow because we should have our own. He wanted the TDC to know he was just elected to the Board of Gadsden Arts.

Mr. Brown said he will pause looking into it. Vice-Chair Ford said the County has space for their own.

6. New Business

Commissioner Holt said the County was getting ready to boost up the census and they were hiring people, can apply on-line and was paying \$19 per hour.

Vice-Chair Ford said the County had 46,000 people, so they say. There were more people than that here and it costs the County \$14,500 per citizen that was not counted.

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Vice-Chair Ford said TDC was sponsoring Gadsden County Day at the Capitol and Mr. Brown should get with Commissioner Holt because she had big ideas.

Commissioner Holt said the TDC needed to be prepared. They need palm cards and to be focused.

Vice-Chair Ford stated a marketing firm will be good to help with it.

MOTION TO ADJOURN

WITH NO FURTHER BUSINESS TO BE DISCUSSED VICE-CHAIR FORD ADJOURNED THE MEETING AT 5:38 P.M.

Gadsden County Tourist Development Council

CAROLYN FORD, Vice-Chair

ATTEST:

NICHOLAS THOMAS, Clerk