

AT A REGULAR MEETING OF THE TOURIST DEVELOPMENT COUNCIL HELD IN AND FOR GADSDEN COUNTY, FLORIDA ON MONDAY, APRIL 20, 2020 AT 4:00 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
Peter Patel, Bed Tax Collector

Absent: Linda Dixon, Tax Collector
Keith Dowdell, Quincy City Commissioner

Staff Present: Beth Bruner, Deputy Clerk
Jon Brown, Public Information
Clayton Knowles, County Attorney

Pledge of Allegiance/ Roll Call

WITH A QUORUM PRESENT, VICE CHAIR FORD LED IN THE PLEDGE OF ALLEGIANCE AND CALLED THE MEETING TO ORDER AT 4:29 PM.

Deputy Clerk Beth Bruner took Roll Call.

2. Amendments to and Approval of the Agenda

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

3. Approval of Meeting Minutes

a. July 22, 2019

b. October 21 2019- Corrected to be re-approved

Commissioner Holt stated they were long minutes and suggested this was tabled until next meeting giving people time to read them.

VICE CHAIR FORD MADE A MOTION TO TABLE THE MEETING MINUTES APPROVAL UNTIL THE NEXT MEETING WITH A SECOND BY COMMISSIONER HOLT. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

4. Presentations

None

5. Citizens Requesting to be Heard on Non-Agenda Items (3-minute limit)

Commissioner Holt asked how a citizen call in would work.

Mr. Brown explained anyone could call in real time and be recognized or an Email could also be sent and read on the citizens behalf.

6. **General Business**

a. Updates

I. Marketing Agency for Marketing Services

Mr. Brown said information was sent to members about Kerigan. He stated Kerigan would be willing to present at a future meeting if the TDC wanted. Kerigan worked with Olivia to create last year's annual report and had already done work for the County.

Mr. Patel stated he had not had enough time to look over the information about Kerigan.

Commissioner Holt said she did not think the County should get into any contract right now with the economy and felt it would do no good to do marketing right now.

Mr. Patel asked what the current balance of TDC was. Mr. Brown said he did not know but would get that amount from Mr. Price.

Mr. Patel stated taxes coming from Hotels would be down 70-80% and that will affect TDC in future years. March-May no tax because the hotels are empty.

Mr. Brown stated that will affect the TDC in the coming years. This year's budget is based on the last audit.

Mr. Dubree stated when people can travel again, Gadsden County offers a lot of rural destinations and the County may want Marketing to find a safe way for people to come to the County. He asked if the County was obligated to spend \$30,000 or all?

Mr. Brown said the TDC had to get with Kerigan and figure that all out and if the County did not want to spend it, that was their choice.

Mr. Dubree said he thought the County needed websites to stay up and running and be kept up to date.

Ms. Johnson said with there being only 4 months left in the fiscal year, there was no need right now to spend and the TDC needed to plan and review.

Vice Chair Ford stated the virus numbers were up and the TDC could not plan. She further stated this year was shot and the TDC should look towards fall.

Conversation was totally different between Paradise and Kerigan. Research was not discussed with Kerigan. Kerigan did not understand what TDC wanted for the County. All businesses are currently closed and everyone is home. They may could bring this back up over the summer.

Mr. Brown asked for direction from the TDC.

Vice Chair Ford said everything was closed and they need to plan as a Council. TDC could look at the website and maybe upgrade it but did not need a company to do that.

Mr. Patel said school was out and hotels were closed. If anyone had recommendations, the TDC could talk among themselves before spending money.

Vice Chair Ford said June may bring better times and the TDC could make better decisions.

Commissioner Holt asked if Vice Chair Ford was looking for a delay in timing.

Vice Chair Ford stated they were two meetings away before planning needed to happen.

Commissioner Holt said she was good with postponing until June.

Mr. Brown asked what he could do to be prepared for June. He asked for guidance. He asked if he should he work with someone to be prepared and ready to go when things calmed down?

Mr. Dubree said the County paid \$2500 a month for 78 Madison. He asked if the County could get a proposal from Kerigan to take care of the website, social media account. The County could see the work they do before going with the contract. With no media buys it may not cost very much.

Mr. Brown said he would discuss that suggestion with Kerigan and see what they would recommend.

Mr. Dubree stated TDC did not want to bring people into the County right now until it was safe to do so.

Mr. Brown stated there were a lot of virtual things going on for places right now. People get excited about something they can go to when things get back to normal.

Vice Chair Ford stated she did not want Mr. Brown to set Kerigan up with a clear path to a contract. She stated the TDC has not told Kerigan what is expected in this County. She went on their website and she was not impressed with Kerigan. She said they want to create a story of Gadsden County to bring people in. TDC needed to talk as a council to figure out where they want to go.

COMMISSIONER HOLT MADE A MOTION TO TABLE UNTIL JUNE WITH A SECOND BY MS. JOHNSON. THE BOARD VOTED 5-0 BY VOICE VOTE TO TABLE.

II. Appointments to the Tourist Development Council

Mr. Brown stated to add John Garcia as a TDC member is on the BOCC agenda for April 21, 2020.

III. Tourist Development Grant Funding

Mr. Brown said people could now submit an application and it would be brought back before the TDC for approval.

Vice Chair Ford asked what the start date was.

Mr. Brown said staff had to get the application out so it could be submitted to the County's Budget Cycle. (late June, early July)

Mr. Dubree asked if there was any idea what would be presented?

Mr. Brown said it would be the same application as last year and there is an application process for the 20/21 year and this is for activities in Gadsden County.

Mr. Dubree asked if the TDC could come up with a plan of their own to submit.

Mr. Brown said there are TDC dollars in the budget for a special event.

Commissioner Holt stated If COVID-19 numbers increase, Gadsden County needs to be looked at in a positive light.

Vice Chair Ford agreed that the TDC needed a plan and to try to change the image of Gadsden County to attract people.

IV. Next Meeting

The next Regular TDC meeting will be May 18, 2020 at 4pm and on June 15, 2020.

Mr. Dubree stated the Agenda items should be ready and organized.

Vice Chair Ford stated Council members need to think about objectives to discuss in the May meeting and send them to Jon to go on the next agenda.

Mr. Dubree said he thought it was a good idea to look at things to do with social distancing like fishing/ farm tours/ old houses.

7. **New Business**

None

8. **Items for Discussion**

None

9. **Meeting Adjourn**

WITH NO FURTHER BUSINESS TO COME BEFORE THE BOARD, VICE CHAIR FORD ADJOURNED THE MEETING AT 5:29 PM.

Gadsden County Tourist Development Council

CAROLYN FORD, Vice-Chair

ATTEST:

NICHOLAS THOMAS, Clerk