

AT A REGULAR MEETING OF THE TOURIST
DEVELOPMENT COUNCIL HELD IN AND FOR
GADSDEN COUNTY, FLORIDA ON MONDAY,
JUNE 15, 2020 AT 5:30 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ:

Present: Carolyn Ford, Vice-Chair
Jeff Dubree, Bed Tax Collector
Brenda Holt, Commissioner Dist. 4
Cathy Johnson, Havana Council Member
Keith Dowdell, Quincy City Commissioner
Linda Dixon, Tax Collector
John Garcia, Bed Tax Collector

Absent: Peter Patel, Bed Tax Collector

Staff Present: Beth Bruner, Deputy Clerk
Clayton Knowles, County Attorney
Leslie Steele, Public Information Officer
Jeff Price, Sr. Management and Budget Analyst

THIS MEETING WAS HAD VIA ZOOM DURING THE COVID-19 SHUTDOWN.

1. **Pledge of Allegiance/ Roll Call**

At 4:05p.m. a quorum was had and roll call was taken by Deputy Clerk Beth Bruner before the Workshop began.

2. **Amendments to and Approval of the Agenda**

At 5:37 p.m. Mr. Brown said the meeting needed to be started from the beginning and Vice-Chair Ford said to skip the Pledge of Allegiance and go to the approval of the Meeting Minutes.

3. **Approval of Meeting Minutes**

- a. May 18, 2020 Regular Meeting

COMMISSIONER HOLT MADE A MOTION TO APPROVE THE MEETING MINUTES WITH A SECOND BY MS. DIXON. THE BOARD VOTED 7-0 BY VOICE VOTE TO APPROVE.

4. **Presentations**

Presentations were given at a Workshop that took place directly before this meeting.

5. **Citizens Requesting to be Heard on Non-Agenda Items (3-Minute Limit)**

Ms. Steel stated there were no emails nor were there any attendees on the line.

6. **General Business**

Financial Reports

- a. May 2020, Jeff Price, Sr. Management Budget Analyst (Discussion)

Gadsden County Tourist Development Council
June 15, 2020 Regular Meeting

Jeff Price gave a review of the above item and stated the Revenue Budget was collecting steadily at \$10,000-12,000, which was average, but he did not know what affect COVID would have quite yet. Analysis showed a 20% decrease for the next couple of months. Pages 2-3 were the expenditures, and they had been light and there was a good healthy balance.

Commissioner Holt asked Ms. Steele for the budget information that was sent to email be sent to her again.

Mr. Price stated the fund balance sheet showed 2019's ending balance from September 30, 2019 was \$144,726. He stated he had just received an audit from the auditors and that was the official number. Since then, \$88,000 in revenue was brought in and \$19,500 was spent, and the current balance was \$213,000.

Mr. Dubree stated the revenue, compared to last fiscal year, was down \$11,000. That was a 12% lower amount and if you took that over the course of the whole year, that would put the TDC collecting about \$155,000-\$160,000. He was surprised it was not worse. Mr. Price said the TDC had received April, but May and June would be a couple more months and they may show something different.

Commissioner Holt stated the \$88,157 was the amount without any main event for the county. She asked what the total request for events for this year was.

Mr. Price said the TDC spent a couple thousand with 4-5 events and more were planned but he did not know if they would happen.

Commissioner Holt said she did not know how reopening of the State would happen and how to handle it if some of the events were caught in those deadlines.

Ms. Dixon asked what plans or events were set.

Mr. Price did not have a complete listing. He stated Havana had 1 and had scheduled 2, Golden Knights had not done theirs yet and with COVID, who knows. He further stated about a half-dozen did not apply and should be contacted.

Commissioner Holt stated the TDC needed to decide what would happen with the funding and find out if the groups would still be having events., anywhere before June was already over.

Mr. Price stated since they were approved last year for this current year and they could not do it, did the TDC want to do it next year.

Commissioner Holt said yes, and asked what the TDC wanted to do.

Ms. Steele stated she had receipts from the Golden Knights Event from 2019.

Commissioner Holt asked if it was for this year or last year.

Ms. Steele stated it said 2019 on the receipt. October 12, 2019 would be for this fiscal year and she would get with Jeff and find out about other events.

Commissioner Holt asked who had not scheduled an event, and she asked for a list of those events.

Ms. Steele said she would get with Mr. Price and Ms. Burns to look at some of Olivia's old files to see what events had taken place and what had not. She further stated the Golden Knights Event had already taken place in October.

THE REST OF THE AUDIO OF THIS MEETING WAS INAUDIBLE. CLEAR AUDIO OF THE ENTIRE MEETING CAN BE FOUND AT: <https://www.facebook.com/GadsdenCountyBOCC/>

Chair Ford said the Reggae Festival in Havana had not happened and she was not sure it was going to. Another decision the TDC had to make was rolling over the funding because they could not have the event.

Commissioner Holt stated the TDC had still not scheduled an event and had time to think about what they wanted to do, but not just an event, look at items the TDC wanted to market as well. She suggested the TDC break up into groups and compile research for the next meeting, if possible. She stated Mr. Dubree could think of something to do at the lake, and others could take Chattahoochee and Havana. She stated the TDC needed ideas for all of the towns.

Mr. Dubree said most events, post January, probably were not going to take place until it was safe for large groups to get together. He thought the TDC should focus on the drive market and go into a reapplication process for next spring and maybe the fall events would still take place. Mr. Dubree further stated he would provide input for a lake event.

b. TDC FY 2020/2021 Financial Budget Introduction and Overview
Jeff Price, Sr. Management Budget Analyst (Discussion)

Mr. Price gave a review of the above item stating 20-21 was a draft budget. He said there was money for the attorney, training, which should be discussed and figure out who wants to go to the conferences and also events the TDC wanted to see happen. He further stated any application submitted should be taken into consideration and put into this budget.

Ms. Steele stated the plan was applications would be going out during the week. She wanted the TDC to be able to review them in the July meeting, to be ready for the August budget request deadline. That would give the TDC seven days to review.

Commissioner Holt wanted to pull things up out of the communities. She stated there was a long-standing history in some of the communities. She suggested the TDC break up in groups, put a stake in a location stating something happened at this location and the tourist might be interested in it. She stated the TDC would have to do the research and it would not be an event, but permanent to the County.

Ms. Steele asked if the TDC wanted a Key Event.

Commissioner Holt said an event is fine but this would be permanent. It would be getting the story, and tell it with the marker. Tour the County going from marker to marker to the historical spots.

Ms. Steele again asked if the TDC wanted a special meeting to get them to the July 20th meeting in addition to the applications that would be received, and she asked for direction from the TDC.

Commissioner Holt asked who would volunteer with her to find the places to mark and get the history behind them.

Ms. Ford was no longer in the meeting

Ms. Johnson thought that was a great idea and would like to help along with Ms. Dixon.

Commissioner Holt stated that the “sub-committee” would go out and gather information and bring it back to the TDC.

Mr. Dubree asked if it was going to be like a history category or if they were trying to establish what the tourism assets were in general.

Commissioner Holt stated both, the TDC just needed to find something the tourists were interested in.

Mr. Dubree stated the TDC needed to be more organized when hiring a marketing firm to get the ball rolling quicker.

Commissioner Holt stated the TDC needed to have the information for them, a marketing firm was not going out to get the information, it had to be given to them.

Ms. Steele suggested to set a deadline and have a meeting for everyone to bring back their ideas to be highlighted as part of the tourism packet, set a date, have a special meeting for that date in addition to the applications for special events for the TDC to vote on, on July 20th, and keep moving in a forward direction, even if it was just a fishing tournament.

c. TDC FY 2020/2021 Financial Budget Meeting Schedule

Leslie Steele, Public Information Officer (Discussion/Action)

Ms. Steele asked for the TDC to give a date for a special meeting to review applications, and suggested either July 6th or 8th for review. That would give 3 weeks to come up with ideas, unless the TDC just wanted everything to happen at the July 20th meeting.

Commissioner Holt said she thought there should be a meeting before the July 20th meeting so the TDC could discuss things and get them out of the way.

d. Updates

Next Scheduled Meetings:

Monday, July 20, 2020

Monday, August 17, 2020

Commissioner Holt stated to keep in mind, while looking at applications, there were two elections, one in August and one in November. She said September or October would be the only time to look at events, but not too close to opening the state and she did not want to get in trouble with reoccurrence.

Ms. Dixon stated on the news she heard there would be another spike between now and November.

Ms. Steele stated she would like to see the event money go into the budget whether there was a spike or not so the TDC would have the funding in the budget just in case.

Commissioner Holt asked to schedule 2 meetings and the other members agreed.

Ms. Steele stated she would let the TDC know what day the special meeting would happen and she would be respectful of people’s time. She suggested two meetings so the TDC could moving forward.

7. **New Business**

8. **Items for Discussion**

Gadsden County Tourist Development Council
June 15, 2020 Regular Meeting

9. Meeting Adjourned
Commissioner Holt called the meeting adjourned at 6:12p.m.

GADSDEN COUNTY, FLORIDA



Carolyn Ford
CAROLYN FORD, CHAIR

ATTEST:

Beth Bruner - Deputy Clerk
NICHOLAS THOMAS, Clerk