

AT A MEETING OF THE TOURIST DEVELOPMENT
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FL ON
SEPTEMBER 11, 2023 AT 5:00 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ:

Present: Carolyn Ford, Chair-Person of Tourist Interest
Jeff Dubree, Tax Collector
Brenda Holt, County Commissioner
Charles Williams, Havana Council Member
Ronte Harris, Quincy City Commissioner

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

Staff Present: Leslie Steele, TDC Administrator
Clayton Knowles, Attorney
Adriana Quijada, Deputy Clerk

WELCOME

Chair Ford called the meeting to order at 5:12 pm.

INVOCATION/PLEDGE OF ALLEGIANCE/ROLL CALL

Chair Ford led into the Pledge of Allegiance.

Deputy Clerk did roll call.

REGULAR MEETING

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

a. Approval of Minutes

- May 22, 2023 Workshop
- June 12, 2023

b. Discussion and Action on TDC Branding and Medium Four Payment

Ms. Steele stated this was for approval of the TDC branding and the invoice attached of \$3500 for MediumFour.

Ms. Steele explained that they had 2 workshops with MediumFour. There was discussion regarding the logo and everyone agreed they approved of it.

COMMISSIONER HOLT MADE A MOTION TO APPROVE THE NEW LOGO AND THE PAYMENT OF \$3,500 WITH A SECOND BY COMMISSIONER HARRIS. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

c. Discussion and Action on Marketing funds for 200 Year Celebration

Ms. Steele stated this item is presented to approve marketing funds for the County's 200-Year Bicentennial Celebration. She stated they have had many events and TDC has played a role in them. Ms. Steele stated Havana wants their funding for the Pumpkinfest. She mentioned that the 5K event was so successful they want to make it an annual event.

Ms. Steele stated they would ask for \$60,000 line items 54810 and 54812 of the tourism marketing funds.

Mr. Dubree said he did not see where they were actually marketing what was going on from a tourist perspective.

Ms. Steele stated the funds would be to market the event, not to pay for it.

Chair Ford asked how have they monitored those dollars and making sure they are being used for the purpose that has been stated. Ms. Steele stated receipts are available if they would like to see them.

Commissioner Holt asked what was new on the items that would make them come back? Chair Ford said the County was becoming more attractive every day and will keep people coming back. Ms. Steele stated they could have tours of historic cemeteries, historic Courthouse, antiques, etc.

Ms. Steele stated they need to market the events. She stated \$50,000 was for marketing and \$10,000 to buy trinkets saying 'Visit Historic Gadsden'.

Ms. Steele wanted everyone to keep in mind that this was for this current Fiscal Year. They have new money coming in on October 1.

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

d. Discussion and Action on Crappie Tournaments

Ms. Steele stated this item was to approve marketing funds for three Crappie Tournaments.

\$7,500 line items 54810 of the tourism marketing fund for the December 6-9, 2023, Professional Crappie Anglers Association.

COMMISSIONER HOLT MADE A MOTION TO APPROVE THE \$7,500 WITH A SECOND BY JEFF DUBREE, THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

\$6,500 line items 54810 of the tourism marketing fund for the January 6, 2024, Crappie American Fishing Tournaments Inc.

\$17,500 line items 54810 of the tourism marketing fund for the January 19-20, 2024 American Fishing Tournaments Inc.

Mr. Dubree explained the tournaments and stated they were all owned now by one person, Blake Jackson.

Mr. Dubree stated there was a 90% chance the January 6th tournament would take place with or without money given to them. Ms. Steele said he called this morning and that is the first tournament of the year.

Mr. Dubree felt that the biggest bang is to not market to professional anglers but do something with events. Commissioner Holt asked about tour boats while the tournament was happening. Mr. Dubree stated they have a company doing tours now.

Chair Ford mentioned to move \$17,500 to a lower amount and then to sponsor local fishermen.

Commissioner Holt asked to concentrate on \$6500 and Chair Ford said to add local to it. Ms. Steele suggested to sponsor \$6500 and try to negotiate price on \$17,500.

Chair Ford stated for them to concentrate on \$6,500 and look at the local side.

Commissioner Holt asked if they live stream on each of them. Mr. Dubree stated he thought only if in the contract. Commissioner Holt stated they already approved the \$7500, they need to look at how to market the other two. Chair Ford stated they would definitely need to table the \$17,500.

COMMISSIONER HOLT MADE A MOTION TO APPROVE THE \$6,500 FOR JANUARY 6 EVENT AND PAY LOCAL ENTRY FEE FOR UP TO 5 TEAMS FROM GADSDEN COUNTY AND GIVE \$2,000 TO WINNER WITH A SECOND BY COMMISSIONER HARRIS. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

d. Discussion and Action on Tourism Grant Funds for local events

Ms. Steele stated this item was to approve marketing funds for local tourism grants for local events. She stated all of their marketing dollars have to be spent on marketing and has to have TDC logo on it.

Ms. Steel stated they have 5 applications. Havana Reggae Fest qualified and asked to approve \$5,000 from line item 54811.

JEFF DUBREE MADE A MOTION TO APPROVE WITH A SECOND BY COMMISSIONER HOLT. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE THE \$5,000 FOR THE HAVANA REGGAE FEST.

The next line item 54811 is for Zeta Phi Beta Sorority Inc. asking for \$3,203. Ms. Steele stated they have provided receipts for their souvenir booklets.

COMMISSIONER HARRIS MADE A MOTION TO APPROVE \$3,203 FOR ZETA PHI BETA SORORITY WITH A SECOND BY COMMISSIONER HOLT. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.

The next line item 54811 is \$433.23 for Dr. Martin Luther King Jr. Committee of Chattahoochee, Florida.

COMMISSIONER HOLT MADE A MOTION TO APPROVE WITH A SECOND BY COMMISSIONER HARRIS. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE THE \$433.23.

The next line item 54811 is \$1,000 for Gadsden County Athletic Hall of Fame

COMMISSIONER HOLT MADE A MOTION TO APPROVE WITH A SECOND BY COMMISSIONER HARRIS. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE THE \$1,000 FOR THE GADSDEN COUNTY ATHLETIC HALL OF FAME.

The last line item 54811 is \$5,000 for DJ Trucker MC LLC and he has receipts for the event.

COMMISSIONER HOLT MADE A MOTION TO APPROVE WITH A SECOND BY COMMISSIONER HARRIS. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE THE \$5,000 FOR DJ Trucker MC LLC.

NEXT SCHEDULED MEETINGS

Ms. Steele asked if want to make a workshop on destinations. She asked what date and if they want to make it a double workshop.

The date was set for October 2 at 5:00 pm. Attorney Knowles stated he had a conflict but he was not needed.

Commissioner Holt mentioned having a group working on a treasure hunt for the County starting with the 1700's.

MOTION TO ADJOURN

ADJOURNMENT THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE BOARD, CHAIR FORD DECLARED THE MEETING ADJOURNED AT 6:56 P.M.

GADSDEN COUNTY, FLORIDA

**CAROLYN FORD, Chair
Tourist Development Council**

ATTEST:

NICHOLAS THOMAS, Clerk