

AT A WORKSHOP OF THE TOURIST DEVELOPMENT  
COUNCIL HELD IN AND FOR GADSDEN COUNTY,  
FL ON FEBRUARY 12, 2024 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  
Linda Dixon

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

**WELCOME**

Chair Ford called the meeting to order at 5:44 p.m.

**INVOCATION/PLEDGE OF ALLEGIANCE/ROLL CALL**

Roll call by Deputy Clerk.

**REGULAR MEETING**

**a. Approval of Minutes September 11, 2023, Regular Meeting**

Ms. Steele mentioned corrections on the minutes.

**JEFF DUBREE MADE A MOTION TO APPROVE THE MINUTES WITH CORRECTIONS AND  
COMMISSIONER HARRIS MADE THE SECOND. THE BOARD VOTED 5-0 BY VOICE VOTE TO APPROVE.**

**b. Budget Update**

Ms. Steele went through the budget. She mentioned that they brought in \$50,596.83 for the first quarter of the year. She stated the overall budget was \$909,759.07. They have \$92,858.31 that is unassigned that they could spend.

Ms. Steele stated that their main line items that they used funds for was Marketing funds of \$45,000. She mentioned that she has bought promotional items that were included in the bags handed out to

them. They have keychains and cups coming as well. They also purchased a tent with 'VisitGadsdenCounty.com' on it.

*Commissioner Holt appeared at 5:49 p.m.*

**c. Discussion and Action on Marketing funds for Gadsden Arts Center and Museum**

Ms. Steele stated that on September 19, the Board approved their budget of \$267,000. The line-item amount for this budget request was \$45,000. They were wanting to give \$10,000 for this item. She mentioned that the Gadsden Arts Center and Museum partnered with them for Black History.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE \$10,000 ON MARKETING FUNDS FOR GADSDEN ARTS CENTER AND MUSEUM AND LINDA DIXON MADE THE SECOND. THE BOARD VOTED 6-0 TO APPROVE THIS ITEM.**

**d. Discussion and Action on Marketing funds for The Havana History & Heritage Society – The Shade Tobacco Museum**

Ms. Steele stated they have entered into a great partnership with the Havana History and Heritage Society- The Shade Tobacco Museum. She was asking for the same amount of \$10,000.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE \$10,000 ON MARKETING FUNDS FOR THE HAVANA HISTORY AND HERITAGE SOCIETY – THE SHADE TOBACCO MUSEUM AND COMMISSIONER HARRIS MADE THE SECOND. THE BOARD VOTED 6-0 TO APPROVE THIS ITEM.**

**e. Discussion and Action on Future Builders of America Las Vegas**

Ms. Steele stated this was a line-item request for \$10,000. They would be sending a group of children to help them do tourism out in Las Vegas. They are going to be there for a competition. They will be having an exhibit table where they will be taking their stuff and displaying it. They would also be having the County logo on their t-shirts.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE \$10,000 FOR THE FUTURE BUILDERS OF AMERICA LAS VEGAS TRIP AND COMMISSIONER HARRIS MADE THE SECOND. THE BOARD VOTED 5-1 TO APPROVE THIS ITEM. JEFF DUBREE OPPOSED.**

**f. Discussion and Action on Black History Month Funding**

Ms. Steele went through the background on this. She stated they were asking for \$35,000.

**JEFF DUBREE MADE A MOTION TO APPROVE THE \$35,000 AND COMMISSIONER HOLT MADE THE SECOND. THE BOARD VOTED 6-0 TO APPROVE.**

**COMMISSIONER HOLT MADE A MOTION FOR \$15,000 FOR TREASURE HUNT MAY EVENT AND COMMISSIONER HARRIS MADE THE SECOND. THE BOARD VOTED 6-0 TO APPROVE.**

Ms. Steele asked that all advertising, marketing include website, social media, etc.

**NEXT SCHEDULED MEETINGS**

April 29, 2024, 5 p.m.

**MOTION TO ADJOURN**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE BOARD, CHAIR FORD DECLARED THE WORKSHOP ADJOURNED AT 6:18 P.M.**

**GADSDEN COUNTY, FLORIDA**

---

**CAROLYN FORD, Chair  
Tourist Development Council**

**ATTEST:**

---

**NICHOLAS THOMAS, Clerk**