

**AT A MEETING OF THE TOURIST DEVELOPMENT  
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FL ON  
JULY 29, 2024 AT 10:00 A.M., THE FOLLOWING  
PROCEEDING WAS HAD, VIZ:**

**Present:** Carolyn Ford, Chair  
Brenda Holt, County Commissioner  
Jeff Dubree, Tax Collector  
Charles Williams, Havana Council Member  
Peter Patel, Tax Collector

**Staff Present:** Clayton Knowles, County Attorney  
Leslie D. Steele, Tourist Development Director  
Adriana Quijada, Deputy Clerk

**1. Call to Order**

Chair Ford called the meeting to order at 10:10 a.m.

**2. Invocation/Pledge of Allegiance/Roll Call**

Chair Ford led into Invocation and Pledge of Allegiance. Chair Ford did roll call.

**3. Regular Meeting**

**a. Approval of Minutes** February 12, 2024, Regular Meeting

**JEFF DUBREE MADE A MOTION TO APPROVE THE MINUTES AND COMMISSIONER HOLT MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**b. TDC Website Update**

Ms. Steele stated the website was moving along well. It will be launched on September 17.

**c. Discussion and Action Visit Florida and TDC Advertising**

Ms. Steele stated they went to a rural workshop in Bonifay and learned a lot.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE \$6,000 FOR VISIT FL VIDEOS AND CHARLES WILLIAMS MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**d. Discussion and Action 2025 Crappie Masters Funding**

Ms. Steele stated they have asked to partner with them again.

Ms. Steele stated she was asking to approve \$20,000 for the Crappie Tournament.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE FUNDING FOR CRAPPIE TOURNAMENT UP TO \$25,000 AND JEFF DUBREE MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**e. Discussion and Action Marketing Fund Request**

Ms. Steele asked for approval to reimburse 5f farms for fireworks in amount of \$2,900.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE REIMBURSEMENT OF \$2,900 FOR 5F FARMS FIREWORKS AND PETER PATEL MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

Ms. Steele asked to approve \$625 for Havana Main Street Bus Tour.

**JEFF DUBREE MADE A MOTION TO APPROVE \$625 FOR HAVANA MAIN STREET BUS TOUR AND COMMISSIONER HOLT MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

Ms. Steele mentioned big bend rodeo and stated they asked for \$5,000 on marketing for them.

Mr. Dubree stated he did not like getting this information so late. The event is in a month and it was not a lot of time to advertise.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE \$5,000 FOR MARKETING FOR BIG BEND RODEO AND PETER PATEL MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**f. Discussion and Action Recommend to BOCC to increase spending threshold amount in County Ordinance 2015-008**

Ms. Steele mentioned an email from Trudie from the Clerk's office. Ms. Steele stated they have voted on items that were more than \$5,000 for many years. There was one particular item that Finance went back to the statute and said that TDC needed to bring it to the Board for permission if it was more than \$5,000. Ms. Steele stated she got with the Attorney and her recommendation was that they move the amount to \$50,000. She stated they were not approving this, just recommending this to the Board of County Commissioners.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE THE RECOMMENDATION OF \$50,000 AND CHANGE OF ORDINANCE AND PETER PATEL MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

Ms. Steele stated they have \$100,000 in marketing funds. In her opinion, they have not been properly advertising themselves.

**g. Discussion and Action RFP 24-04 Tourism Marketing Service**

Ms. Steele stated they put the RFP out and it was properly advertised.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE RFP 24-04 AND CHARLES WILLIAMS MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**h. Discussion and Action FY 24/25 Budget**

Ms. Steele stated they have a million in the bank for budget.

Ms. Steele mentioned requesting \$10,000 pay increase. She stated it would take her from \$12,648 to \$22,648 per year.

**COMMISSIONER HOLT MADE A MOTION TO APPROVE THE \$10,000 SALARY INCREASE FOR MS. STEELE AND CHARLES WILLIAMS MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

Ms. Steele mentioned the governors' tourism conference In Tampa.

Ms. Steele asked for a motion of \$354,523 for the budget this year.

**PETER PATEL MADE A MOTION TO APPROVE THE 2025 BUDGET AND COMMISSIONER HOLT MADE THE SECOND. THE BOARD VOTED 5-0 TO APPROVE.**

**4. Next Scheduled Meeting**

Ms. Steele mentioned on August 12 at 10 a.m. to have Mediumfour presentation.

**5. Adjournment**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE BOARD, CHAIR FORD DECLARED THE MEETING ADJOURNED AT 12:00 P.M.**

**GADSDEN COUNTY, FLORIDA**

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**CAROLYN FORD, Chair  
Tourist Development Council**

**ATTEST:**

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**NICHOLAS THOMAS, Clerk**