

**AT A MEETING OF THE TOURIST DEVELOPMENT
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FL ON
AUGUST 12, 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: Leslie D. Steele, Tourist Development Director
Clayton Knowles, County Attorney
Adriana Quijada, Deputy Clerk

1. Call to Order

Ms. Steele led into the Pledge of Allegiance.

- 2.** Ms. Steele stated they were having this workshop to have an opportunity to meet with the marketing firm. Dante Fillyau and Michael Hall, from Medium Four was present.

Ms. Steele asked about the thought process on getting the plan moving forward. Mr. Fillyau stated the plan was put in place to operate for 6 months to a year.

Ms. Steele stated the contract was for 3 years. She would like for them to start planning and getting marketing services out immediately.

Chair Ford stated she was going through the proposal timeline and stated she would like to see an action plan in the first 3 months. Mr. Fillyau stated this was just a proposal and they could make adjustments to it. Mr. Hall stated their focus group included the board as well.

Commissioner Holt stated their treasure hunt was amazing and people were asking when they were going to do it again. They just need to find out how to set it up to be more marketable.

Ms. Steele stated Love Where You Live has to integrate with TDC. The county was not well-manicured.

Mr. Dubree asked how could the board help them get phase 1 started. Mr. Hall stated first thing is to do a “brain dump”.

Ms. Steele asked if they could do books and put it in hotel rooms. Mr. Patel stated that was fine, he gets people from football seasons wanting to explore.

Mr. Fillyau stated would need travel information, hotel listings, and annual events that they have. He wants the board to assume that Medium Four knows nothing, so they could tell them everything.

Mr. Hall stated they cannot do this if they do not give the information back to them in a timely manner. Deadlines matter and they are dependent on them. Mr. Hall stated to give them 10 things they love about the city and 10 things they do not.

Ms. Steele mentioned phase 2, brand development and collateral design, and asked Medium four to describe what that looked like. Mr. Fillyau mentioned creating a small series. Ms. Steele stated she would like to one day have a jingle for the county. Ms. Steele went on to phase 3, website development and digital marketing. She stated the website launches next month. TDC has its own website, VisitGadsden.com. For phase 4, social media and Public Relations, Mr. Hall stated they need access to the account. Every other quarter, they would develop a whole bunch of content and just schedule it out. They would post any kind of news and traffic alerts, etc.

Ms. Steele went on to phase 5, media buying and advertisement. Mr. Hall stated they would evaluate everything they have done with social media and then develop billboards, etc. Ms. Steele stated they have not really been able to get a marketing firm and this was their 2nd or 3rd time putting this RFP out. They really have no data to provide.

Ms. Steele asked what MediumFour needed as it related to phase 6, community engagement and promotional campaigns. Mr. Hall stated this was like their yearly calendar. They are looking at events that draw tourists, not just locals.

Adjournment

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

GADSDEN COUNTY, FLORIDA

**CAROLYN FORD, Chair
Tourist Development Council**

ATTEST:

NICHOLAS THOMAS, Clerk