

**AT A MEETING OF THE TOURIST DEVELOPMENT
COUNCIL HELD IN AND FOR GADSDEN COUNTY, FL ON
SEPTEMBER 24, 2025, AT 4:30 P.M., THE FOLLOWING
PROCEEDING WAS HAD VIZ:**

Present: Carolyn Ford, Chair
Alonzetta Simpkins, County Commissioner, appeared via Zoom
Charles Williams, Midway City Councilman, absent
Ronte Harris, Quincy City Commissioner, absent
Richele Robinson
Jeff Dubree

Staff Present: Adriana Quijada, Deputy Clerk
T.J. Lewis

1. Welcome

Chair Ford stated they will have a workshop and set another meeting date due to not having a quorum today.

2. Invocation/Pledge of Allegiance/ Roll Call

Chair Ford led into the invocation and the pledge of allegiance. Clerk Quijada did Roll Call.

Informal Presentation

Michael Hall with Medium4 appeared to present the final end of year report from Medium4.

Mr. Hall stated the total budget allocated was \$150k and the total website visits were 68,642.

Chair Ford stated this was not a workshop, it was just an informal presentation from Medium4.

Mr. Hall stated if they don't have any incentives from hotel and lodging, he recommends cutting radio advertisement as there is no way to track this.

Mr. Hall stated through social media they gained 448 followers in 6 months' time, generated more than 1 million views, and reached nearly 600 thousand people.

Mr. Hall stated event marketing and key events are what bring tourists to the area.

Mr. Lewis stated he was advised by attorney Baptiste they would have to stop the meeting right after the presentation.

3. Regular Meeting

3.a. Approval of Minutes — May 5, 2025 Regular Meeting

3.b. Discussion of FY 25/26 Budget

3.c. Discussion and Action Marketing Funds and Event Grant Requests

- ~~2025 UF/IFAS Garden & Farm Fall Festival~~
- ~~National Crappie Trail~~
- ~~Visit FL Destination Marketing Organization Partnership~~
- ~~Havana History & Heritage Society, Inc.~~
- ~~Wild Game Cook-Out~~

3.d. Annual Performance Review and Impact Report – First Year Achievements

3.e. Review and Approval of Contract Renewal – Research & Development Investment for Strategic Tourism Marketing Expansion

4. Next Scheduled Meetings

October 1 at 4:30 p.m.

5. Adjournment

THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE BOARD, CHAIR FORD DECLARED THE MEETING ADJOURNED AT 5:20 P.M.

GADSDEN COUNTY, FLORIDA

CAROLYN FORD, Chair

Tourist Development Council

ATTEST:

NICHOLAS THOMAS, Clerk