



**Board of County Commissioners
Tourist Development
Gadsden County, Florida**

MINUTES

**Regular Public Meeting
November 18 & 25, 2013
3:30 p.m.**

Nov. 18, 2013

Present:

**Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector
Matt Thro, Vice – Chair of TDC, H & H Furniture
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector Lake Talquin (arrived late)
David Knight, Midway Councilman
Keith Dowdell, City of Quincy Commissioner
Peter Patel, Hotel Industry (arrived late)
Gene Morgan, BOCC
Clarence Jackson, City of Gretna
Sonya Burns, TDC Administrator
Mary Kelly, Legacy Marketing
Terry Kelly, Legacy Marketing
Beryl Wood, Deputy Clerk**

Nov. 25, 2013

Present:

**Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector
Matt Thro, Vice – Chair of TDC, H & H Furniture
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector Lake Talquin**

David Knight, Midway Councilman
Keith Dowdell, City of Quincy Commissioner (arrived late)
Peter Patel, Hotel Industry (arrived late)
Gene Morgan, BOCC
Clarence Jackson, City of Gretna (absent)
Sonya Burns, TDC Administrator
Mary Kelly, Legacy Marketing
Terry Kelly, Legacy Marketing
Beryl Wood, Deputy Clerk
Allara Gutcher, Planning Director

Pledge of Allegiance and Roll Call

Lee Garner, Chairman of TDC called the meeting to order at 3:30pm on November 18, 2013 then led in the Pledge of Allegiance. The meeting reconvened on November 25, 2013 at 4:00p.m.

The roll was called by the Deputy Clerk and noted above for both days.

Amendments and Approval of Agenda

- **P&Z Director Introduction – Item A1**

UPON MOTION BY MR. KNIGHT AND SECOND BY MR. DUBREE, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO AMEND THE AGENDA TO ADD ITEM A1, INTRODUCTION OF PLANNING DIRECTOR, ALLARA GUTCHER.

A1. INTRODUCTION OF PLANNING DIRECTOR

Allara Gutcher, Planning Director gave introduction of herself. Mr. Garner welcomed her to the Gadsden County Tourism Council.

1. Approval of Meeting Minutes (September 16, 2013) (Lee Garner, TDC Chairman)

UPON MOTION BY MR. DOWDELL AND SECOND BY MR. KNIGHT, THE COUNCIL VOTED 6 – 0, BY VOICE VOTE, TO APPROVE THE SEPTEMBER 16, 2013 MINUTES WITH THE NECESSARY CORRECTIONS.

2. Budget Update/Discussion (Jeff Price, Budget Analyst)

Mr. Price commented looking back at FY13, which has ended now and we have final numbers there. The revenues came in at a \$109,044, which is a couple thousand more than we budgeted for. The expenditures were only \$55,120, so we didn't expend

obviously what we had budgeted, so all that would roll into fund balance. That will be good for FY14. In FY14 he said he was trying something new. Trying to make statements a little more user friendly, so please let me know how it works. On the Revenue Budget sheet on the expenditures side I have one issue, that happened in October where we have the Legacy did their retainer of the \$2,000 and they had an advertising for Go Daddy and that was charged to other contractual and that really shouldn't be. Other Contractual is their contract at \$2,000 a month, so that advertising amount should could down into promotions because that where that is. The contract that was signed with Legacy should be the only thing in the other contractual. He said he would ask finance if it's ok with the Board to move that expense down to the promotional expense line item.

Mr. Garner said while Mr. Price is here he would like to go over invoices from Legacy Marketing. He mentioned there was no income this year, because the state has not sent any funds from bed taxes yet. He said the Governor commented earlier this morning that tourism is higher than it's ever been in Florida, the last quarter.

Commissioner Dowdell inquired about promotional activities on the expenditure budget sheet. He questioned the City of Quincy (Labor Day Activities) invoices.

Mr. Garner said from his understanding there were questions about the invoice.

Mrs. Burns stated they had not received any invoices from the City of Quincy for that last event.

Mrs. Kelly said there was discussion by the TDC members about the invoices not being submitted and them not abiding by the marketing plan. She said something should be recorded in the minutes about that specific \$5,000.

Mrs. Burns commented she recalled the emails going back and forth in reference to not reimbursing any funds until the situation was straightened out with the City of Quincy. She said at that time she responded no invoices had been received and I checked with the Finance Director to make sure they didn't go directly to the Finance Department. Mrs. McClendon had not received any invoices either from the City of Quincy.

Mr. Dowdell clarified until the situation has been cleared.

Mrs. Burns stated that was per the email.

Mr. Thro arrived at this juncture of the meeting.

Mr. Dowdell asked what email and what the situation is.

Mr. Thro mentioned that there were problems with the Strategic Plan following and they wanted to ensure it was consent. He said they wanted to make sure they the TDC weren't doing anything that they shouldn't be doing. He said they were given specific instructions to work with our coordinator agency; there were a lot of problems with communicating.

Mr. Dowdell clarified that this is with the Labor Day Weekend not just the Fantasia Concert. He said the Fantasia Concert was its own thing. The \$5,000 was for the Labor Day Weekend. He said it was a 3 day event, which was the finale of the Labor Day Weekend was Fantasia.

Mr. DuBree said the way it was presented to TDC it was one of the events. He said when they came before the Council and asked for funding Fantasia was a big part of the presentation.

Mr. Thro mentioned communication problems. He said he tried to help Mr. Hayes and his assistant getting with Legacy Marketing. He recalled they were supposed to get with Legacy and submit a Marketing Plan to maximize the dollars. He pointed out he was going by memory.

Mr. Dowdell asked what the specific requirements were.

Mr. Thro said it could be found in the minutes.

Mrs. Burns said Mrs. Kelly did send an email to Mr. Hayes and his assistant to provide any invoices pertaining to radio and television commercials that was within the strategic plan.

Mr. Garner said proper documentation should be submitted by the City of Quincy, so they can review to make sure what they did was in compliance with what we asked them to do within our strategic plan.

3. Legacy Marketing Budget Approval (Video) (Lee Garner, TDC Chairman and Jeff Price, Budget Analyst)

Mr. Garner said there were questions regarding the Legacy Marketing Budget Approval and asked that Mary provide what has been approved and not approved.

Terry Kelly said the question comes up with the additions that were approved at a prior meeting for video pre-roll and for the signs (billboards), but apparently it didn't make its way into the minutes. He said there was \$20,000 approved for video pre-roll of which they didn't use all of it. There was \$7,000 approved for billboards. He said they have paid all those bills, but are waiting to be reimbursed. There were a few minor things

such as the magazines a portion of that have not been paid. The retainers have been paid on a monthly basis. He said the approvals never made it to the minutes.

Mrs. Burns said the invoices have been submitted, but there is nowhere in the minutes where the Council set a number and voted and approved for video. She mentioned there was discussion, but no actual vote on video. She commented since Legacy Marketing paid the bills on behalf of Gadsden County, Finance is requesting a copy of the cancelled checks, front and back. With the billboards they need the contracts and locations of them, and then they will pay the invoices.

Mr. Garner recalled \$7,000 for Billboards.

Sonya stated for video pre-roll there is amount mentioned, but you never voted on.

Mr. Thro said from his recollection that he did motion and at the next meeting he asked that the meetings be amended.

Mr. Morgan asked could they confirm that they had paid all these and they are waiting payment from the County. He asked could they provide the cancelled checks.

Mr. Kelly said they can provide the cancelled checks.

Mr. Garner asked for the amount that they have paid out for video, billboard, etc.

Mr. Kelly commented \$14,600 they are holding for video pre-roll, \$1,200 for magazine, \$2,000 for radio, \$7,284.00 for billboards.

Mr. Morgan asked him to clarify on holding. If these are services for the County why are you guys paying.

Mr. Kelly replied they had paid them. He said they pay for the service and bill the County for reimbursement. They contract with a different media outlet and then we pay the service. He commented on the WFSU for radio the paid for and the magazines that were done.

Mr. Morgan asked who owns the video.

Mr. Kelly replied the County.

Mr. Morgan said they need to contract with the County through you guys.

Mr. Jackson asked did they bring documentation for the expenditures to the meeting today.

Mr. Kelly said he could provide a disk.

Mrs. Burns reiterated the only thing that they need is documentation, I have invoices. I need documentation because they were not billed to Gadsden County they were billed to Legacy Marketing. We only have to make sure they are paid, that is why we need copies of cancelled checks and documentation. She also stated from this point out all bills need to be billed to Gadsden County and they want to have this issue or mix-up.

Mr. Jackson clarified there were two issues copy of cancelled checks, contract, location of the billboards and the second issue was they weren't in the minutes. He said they could have dealt with one issue which is the minutes, but his concern that you didn't bring any documentation.

Mary Kelly spoke on the behalf of Legacy Marketing and said that is not in their contract and the way they work with the media.

Mrs. Burns said she has the invoices; documentation is what is needed for Finance Director. She won't pay any bills that weren't billed to Gadsden County. It was billed to Legacy Marketing they paid it. We have to make sure they got paid. That is why we need copies of cancelled checks and copies of contracts. She said provide documentation and there would be no problems with paying.

Mr. Kelly said if the hold is documentation, he will go back and provide.

Mrs. Burns said all bills from here on out on behalf of Gadsden County need to be billed and addressed to the Board of County Commissioners. She said they (County) would pay from here on out.

Mrs. Kelly injected and said no, that's not in their contract. The way they work with the media.

Mr. Dowdell said services are being rendered; I haven't seen a video or billboard. We need to see it before it is approved. He said he wasn't satisfied with that video that was shown.

Mrs. Kelly said that's not true, they have never done anything that they weren't directed. She stated they did play the video without audio at the last meeting. We just didn't have audio. She they worked with the ad committee and were directed to do a total of 4 billboards, 2 to west and 2 to the east. She said they got creative for the hotels on what to put on there.

Peter Patel arrived at this meeting.

Mr. Garner said what they need to do is get this straight so they may move forward. He said Mr. Thro you were there and the amount is \$14,000 and some change on video pre-roll, \$2,000 on radio to WFSU, billboard \$7,000 and \$1,200 on magazines.

Mr. Kelly said it was \$1,079 on the magazines.

Mr. Thro asked were all of the invoices that they are seeking payment been turned end.

Mr. Kelly replied yes.

Mr. DuBree asked Sonya did she say the billboard approval was in the minutes.

Mrs. Burns replied it was only discussion for both. She said all invoices have been provided, but no documentation and finance will not move further until they receive the appropriate documentation.

Mr. DuBree commented the radio money the \$2,000 for WFSU would have been money that would have come out of the money they approved for the Gadsden Arts Center event.

Mrs. Burns stated she told Mr. Kelly the Gadsden Arts Center normally sends her an invoice and a receipt to pay that. I have not received an invoice for WFSU yet.

Mr. DuBree pointed out that one was approved, they are just holding on documentation.

Mrs. Burns replied correct documentation and invoice were it was paid.

Mrs. Kelly said they could provide documentation and provide statements from media outlets showing where orders were ran and the bills were paid.

Mrs. Burns said they need copies of cancelled checks, for Finance and they need for their auditors. There is no way around cancelled checks or credit card receipts.

Mr. Garner asked that the expenditures be approved, so when they receive documentation they can receive payment. That way they would be able to start fresh from here on. He said they were trying to get something done and that's when they asked the marketing committee. He said he doesn't feel like they have done anything that we didn't ask them to. The motion may never have been carried, because discussion went somewhere else and the vote was not taken. He stated they should do what they can to rectify the situation.

Mr. Dowdell pointed out his only thing was said it should be done across the Board. He said when he approaches with the City of Quincy he doesn't want any side stories.

Mr. Garner said as long as it's done within our Strategic Plan as explained to Mr. Hayes there should be no problem as long documentation is provided.

Mr. Dowdell said they must get of the habit of jumping out their doing business and it's not getting approval from the Board. He said he didn't like the video provided by Legacy.

Mrs. Kelly said it's just a small amount of video. She said they were trying to get stuff done with the fiscal year ending and getting stuff shot to be able to produce.

Mr. Morgan asked of what they paid for, how much of that project is complete. He asked why you would pay for it if it's not finished.

Mrs. Kelly stated when you are paying for video production you are paying for people going out to shoot and edit. Our biggest problem is in getting people to co-operate for interviews. You have to make video compelling. She said they have cut their expense for doing this kind of project to the bone. We are using the video for multiple applications. We would be able to use a fishing tournament video that we shoot for video pre-roll in the spring to get people to come fishing. We be able to take all the assets and using them in multiple medians, so that the County is getting great value and beautiful stuff to drive tourism. We are trying to use all the assets that we can. She asked to for the TDC and for Board of County Commissioners to help with interviews.

Mr. Morgan pointed out they were hired you guys as a marketing firm to do that. That's what you are providing to us. "I don't have time to do it."

Mrs. Kelly replied she is not asking for you to make phone calls, only pointing out that is one of the obstacles. She said that she has found that successful counties have business, TDC and the Board of County Commissioners working together and the push. We need to know who movers and the shakers are here in Gadsden County.

Mr. Jackson agreed with Mr. Morgan in saying that's what they are paying them to do, find those individuals.

Mrs. Kelly said they need direction. She said she can give expert advice, but if I can't access the people.

Mr. Jackson stated he has only been on the Council for 2 months. The last time he was present they spoke of the Ultimate Extravaganza Bash, which he didn't provide any documentation nor did he provide a letter from the sheriff. He questioned that and went to the event and was disappointed that this Board spent that much money on an

event that turned out like that. My concern is the product and the money that this Board is dishing out does not produce product.

Mrs. Kelly said there are two different things you have your tourism, destination marketing with the video pre-roll and you have event marketing. Not every event will hit a home run all we can do is advertise. The community just didn't support this particular event; timing may have been an issue.

Mr. Thro said several months back they directed Legacy to start collecting assets that could be marketable and things we could promote for the County. He said that's what they have done and that's why they have accrued these expenses.

Mr. Dowdell said his only thing is he would like to see the final product before they pay for anything.

Mr. Thro said and what we are paying for is for them to go out and shoot video assets and what they have billed are those things. He said being able to see the product is not a problem.

Mrs. Kelly said the production of the video is separate. We presented some of the video to show you some of the assets that we have been shooting throughout the county. She said they did post that video on the website. The collection of the assets is separate from the final product.

Mr. Knight asked was the Billboards identical.

Mrs. Kelly said they are located 30 miles out on I-10 from the exits on the east and west side coming in.

Mr. Morgan asked why he doesn't have a picture of the billboard. He said if it was him he would take a picture email and say, hey here is the product.

Mrs. Kelly stated she said she didn't know what the Council wanted it was a guessing game. She said they had done all of that with the Ad Committee and from now on they will be presented to the Board at-large with documentation. She stated if they know what the process is they would be happy to follow the process.

Mr. Patel asked how long had the billboards been up. He asked had each hotel given permission before placing on the billboard. "You just can't put anything on the billboards; every franchise has their own rules and regulations. They have guidelines they must follow." He said if they are putting all hotels on the billboard it is fine, but not only 3. He said one of the hotels listed was one of his.

Mr. Kelly said about 3 months, since August.

Mrs. Kelly said they were directed by Hemant. There are 3 hotels on each billboard and the creative, the actual print was compliant with your franchises.

Mrs. Burns commented they need to get back to the business at hand getting this in the minutes. She stated there were no outstanding invoices for the month of March; the contract wasn't signed until April for Legacy.

Mr. Garner said let's get approval for the expenditures they have if it's the will of the Board as long as they can provide documentation. He said as well as with the City of Quincy.

Mr. Jackson said he has a problem voting for something without documentation.

Mrs. Kelly said they have provided that information and documentation will be provided. She said the issue is the \$20,000 was not in the minutes that we were directed to do. She said she is asking for approval of the video and billboards. She said that is stuff they have had for a long time.

Mr. Garner said they need a motion to approve the video and the billboard expenditures based on documentation not to exceed.

Mrs. Burns said as far as billboards, you already have billboards in the budget for \$7,000. I just need documentation. She pointed out it was only for \$7,000.

Mr. Garner said they need to make sure they approve the total of the billboard for \$7,284.00.

Mr. DuBree made a motion for the \$7,284.00 for the billboards and it was seconded by Mr. Patel.

Mr. Garner said there is a motion to amend the minutes for \$7,284.00 for billboards provided by documentation.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL VOTED TO APPROVE \$7,284.00 FOR THE BILLBOARDS WITH THE DOCUMENTATION 8 - 0, BY VOICE VOTE.

Mr. DuBree said since there is some question about the quality of the video, I would make a motion to approve up to \$15,000 to give everybody a month to get information from Legacy to see if this is something you want to continue with. I would make a motion to approve up to \$15,000 for video library production funds.

Mrs. Kelly said the \$20,000 was for collection of assets on video. "If you are saying you want to approve \$15,000 and wait until you can see the video, you want me to bring all the raw video in to you."

Mr. DuBree said only that the opportunity would be available. "Obviously, the marketing committee was for it, probably steered you into that direction. We were trying to put money together what was left over from last year's budget." He said if we haven't approved it appears we made a mistake.

Mr. Morgan asked how much had been spent out of their budget.

Mr. Kelly said out of last year's budget they used about \$14,600 for video and this year it is around \$40,000 worth of production on video, which they have already started as of the end of the budget year and they have approximately \$5-6,000 left. It would be \$20,000 plus \$40,000.

Mr. Patel asked what they did last year out of the \$14,000. Can you make final maybe 5 or 10 minute one video that they can see? I understand you put lots of stuff in there, but we don't know what the final product is.

Mr. Kelly said he needed them to understand, it's not one thing it's a series of assets. Each town will end up with a video that is specific to what they do. He said their target markets are different areas. One is filming kayak, one is backpacking, etc. those are target markets. We are going to utilize these assets that we working on right now to compile video specific to their interest. Then it would be presented as they are searching on the internet. This is called video pre-roll. You click on a news story that you like or something that you are interested in and if meets the criteria one of the videos would play. He said 2 1/2 minutes are currently on the website.

Mr. Dowdell said to move this meeting along at the end of the meeting we might need to have a special meeting just for this.

Mrs. Gutcher said after working in the private and public sector, she suggested as long as they have met the details in the contract and can provide the documentation needed for finance to make the payments that you authorize payment that is included in the contract to this point. At such time that if they can come back and provide present to you, but asking them to do what is above and beyond in the contract is financial burden to them.

Mr. Dowdell and Mr. Patel asked for a copy of the contract, so they would know what's in the contract.

Mrs. Burns stated the contract was in packet provided for this meeting.

Mr. Thro said he is unclear on how it didn't get in the minutes, but everybody seems to be in agreement that we did direct them to spend up to \$20,000 to do video production. He said he thinks it is wrong for us not to pay these invoices that they have been out of pocket at this point.

Mr. Garner recalled asking the Marketing Committee to work with them during the summer to get something going. As chairman I want to get something settled. He said out of the new members if they wanted to abstain from voting that was fine. He stated there were 5 members that were present during that time and that make a quorum. Let's authorize a payment, something they can document.

Mr. Patel pointed out what he wanted was in the Public Relations Services Agreement: *Prepare, produce update and distribute collateral tourism marketing materials.*

Mr. Thro said he says he sees it as a retroactive amendment to the minutes. He said he would like to make a motion to amend the June minutes to reflect the \$20,000 that was discussed to budget for Legacy Marketing and that we pay them the money we told them to expend. It was seconded by Mr. Morgan.

The question was called by Mr. Dowdell.

Mr. Dowdell questioned whether that was a legal motion to say expend because you didn't tell them to expend anything. You might have given them the budget. They need to produce a product; you can't pay anybody if they haven't produced a product.

Mr. Thro said the product we asked them to produce was a video account and essence a video of different assets in the County that would be marketable for tourism. They supplied invoices and other documentation that they will supply. "I know they have been out in the community filming in a lot of different areas."

Mr. Dowdell stated someone said earlier that you can abstain from voting, no you can't abstain from voting. "The only way you can abstain from voting is unless you have some type of financial gain in that situation. This is not a good move. The better thing to do is table this and have a special meeting, so they can bring everything we want to see and we can get this done."

Mr. Morgan clarified you are saying just have a special meeting where they can provide the cancelled checks and what the county needs.

Mr. Garner said they can recess this meeting to take action on this.

Mr. Morgan asked why we would recess instead of calling a special meeting.

Mr. Knight said nothing was actually voted on, just discussion occurred on the \$20,000 and now they have an invoice for \$14,000 they rendered a service.

Mrs. Burns stated she felt the confusion came in when it was discussed by the TDC Council and it was directed that they work with the Marketing Committee; it was never brought back to the Council for official approval at the TDC Meeting.

Mr. Garner said we charged the Marketing Committee to work with them and get something started and that's where it felled through the cracks.

The motion to amend the June minutes to add the \$20,000 for video by Mr. Thro and second by Mr. Morgan was never carried by the Chairman.

At this juncture of the meeting they tabled the discussion and moved to item number 4, Legacy Marketing Performance Evaluation/Recommendation.

Mr. Dowdell asked that they table item 4 along with the item 3.

Mr. Morgan clarified it was a lack of clarity from this Board, when it reached the table of the BOCC, it presented an issue. Although, he stated it was a true representation of this Board and so I asked for it to be tabled until we meet again and everybody takes part in the evaluation and we give clear direction what we are recommending before that next meeting. They would want to look at evaluations and there were only two that responded.

Mr. Garner asked that everyone please complete their evaluations.

Mr. Dowdell said they should give us documentation on how they did on these 10 items on their evaluation.

Mr. Knight said he wanted to sit down with them on a one on one basis.

At this point they tabled discussion on the evaluation and moved to item 5, New Funding Cycles & Application Deadlines (which is reflected in that item all discussed.) Then they moved to Marketing Funding Request from North Florida Education Development Corporation, which is reflected in that portion of the minutes. Finally they resumed item 3, Legacy Marketing Budget Approval (Video).

Mr. Garner said they need to resolve the issue of the video.

Mr. DuBree asked did they need to vote on the radio, since that was already approved with the Gadsden Arts Center.

Mr. Garner said the only thing in question is the video. The magazine was approved.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 5 – 3, BY A SHOW OF HANDS, TO APPROVE THE VIDEO PRODUCTION AT \$20,000. (Mr. Dowdell, Jackson and Patel opposed the motion.) Motion passed.

Mr. Kelly said to be clear there is no further documentation other than invoicing for video.

Mrs. Kelly commented the cancelled checks were only for magazines and billboards.

Mr. Garner said if there is a question about anything that he would write a letter of speak to finance if need on the intent for the Council.

Mr. Kelly said they have not addressed video for this fiscal year. He asked that they clarify.

At this juncture of the meeting discussion ended on item 3 and resumed with item 4, Legacy Marketing Performance Evaluation/Recommendation.

Mr. Morgan interjected and stated part of the agreement that they executed with Legacy requires us to do a 6 month performance evaluation. That has not been voted on and approved by the BOCC, because they haven't got the information. "What I'm saying is I know these folks have been working with us since March; they should have been paid through September 19, 2013. I don't know how they are being paid."

Mr. Thro said he asked that question when he came before the BOCC and they said that the Council needed to get together as soon as possible and vote on this.

Mr. Morgan said it's unfair to Legacy to not know if the contract would be renewed after 6 months based on the evaluation. "Each one of us has to turn in an evaluation, here is what I like, and here is what I don't like."

Mr. Thro suggested he liked Mr. Knight Idea that they contact Legacy and ask questions if needed independently and then feel out the form. He asked the Legacy could they make themselves available to have conversations with any board member that would like to do that. Have the meeting next week and vote.

Mr. Garner asked for a vote of confidence to ask the county to continue contract with Legacy Marketing.

Mr. Jackson asked was the contract bid out.

Mr. Garner replied yes it was bid properly.

Mr. Gutcher said she was looking at the contract and referenced number 14: Continuation of this agreement for the full period set out this paragraph is upon a 6 month performance evaluation and BOCC approval. It doesn't say the Board has to make a recommendation.

Mr. Garner asked would they be able to get evaluations in to Sonya tomorrow. He directed them to do so.

Mr. Morgan said they need a special meeting.

Mrs. Gutcher said if you table or recess this item to a date certain you don't have readvertise, you would have to pick a date and a time, and you can't skip that part.

Mr. Morgan strongly advised all evaluations be completed and turned in by that date.

At this point today's meeting was recessed and would reconvene on Monday, November 25, 2013 at 4:00 p.m. to handle the additional tabled items 4, 5, 6 and 7.

The meeting reconvened on Monday, November 25, 2013 at 4:00pm., with attendance as recorded at the front of the minutes. The first order of business was a presentation by Major Shawn Wood, Gadsden County Sheriff's Office.

4. **Legacy Marketing Performance Evaluation/Recommendation Lee Garner, TDC Chairman**

Mr. Morgan said they need to do the 6 month performance evaluation. They should have been paid through September 19, 2013. He said that each Councilman must do evaluation.

Mr. Thro said that BOCC said that they (TDC) need to have that discussion on Legacy's performance and send the recommendation to BOCC. He suggested that Legacy's made themselves available for questioning, then meet next for continuation of the vote.

Mr. Garner asked that they continue the contract with Legacy Marketing, he asked for a motion. He asked would the County accept without the evaluations. He said the contract is technically expired.

Mr. Dowdell said that we are making more out of this, that it should be. Let's do evaluations.

Mr. Thro said he asked for a point of clarification would they still be able to get paid.

Mr. Jackson asked was this contract bid out.

Mrs. Gutcher said they need to get the 6 month performance evaluations in and recommendation approval to BOCC.

Mr. Garner said the evaluations need to be done and submitted to Sonya.

Mr. Morgan suggested they submit and be provided copies of all the performance evaluations for Legacy Marketing.

Mr. Dowdell asked that it be tabled; it was tabled at County Commission meeting, due to further discussion and recommendation needed from the TDC.

Mr. Morgan said there was a lack of clarity. He asked that everybody take part in the evaluation process.

It was a consensus that they recess and continue this discussion on November 25, 2013

At this juncture they recessed the meeting and continuation on Item 4, 5, 6 and 7 occurred Monday, November 25 at 4pm.

At the November 25 continuation, Sonya disclosed that she had received emailed evaluations from Mr. Morgan, Garner and DuBree.

The Council took time to do evaluations.

The Council then went over evaluations. Mr. Garner stated that their work has been satisfactory and excellent in all area. Recommendation is to keep on.

Mr. DuBree rated Legacy satisfactory over all. He said some areas they did a great job and some areas such as target market of things he didn't like was that they should have leadership and close deals at the meetings, more substantial information. He pointed out the website was not up to date. He recommended they continue.

Mr. Morgan agreed with Mr. DuBree's comment, there is a need to have a marketing coordinator in Gadsden County. "I am one of the ones that like to see proactive information. I would like to see pictures of billboards. There is a real need to brand and market Gadsden County." He said he read marketing plan and was unimpressed. It

should be in color and check grammar, higher grade of a presentation is desired. He said it was only constructive feedback. He recognized the challenges. He said that one of the Legacy marketing people should be at the evening BCC meetings to help facilitate on TDC issues that come before the Board.

Mr. Dowdell said that he was a more show and tell, walk the walk, talk the talk. "I rated you satisfactory." He said he wanted them to continue and expressed that they are the marketing experts. "I don't believe in spending money on things I can't see."

Mr. Patel said they are asking for \$20,000 with no supporting documents. How can this be satisfactory? How can you evaluate if you haven't seen the finished product. "In order to continue, need supporting documents."

Mr. Patel said he was talking about marketing, revenue up with taxes are from the game or legislation.

Mr. Thro said there is a problem with what the Board is putting out. He said the problem may be with us. "We need to say this is what we are looking for; it should be presented to them."

Mr. DuBree suggested a briefing at the meetings could be beneficial. "It's too early to see results right now."

Mr. Morgan said it should be on the TDC Agenda, Legacy Update. He said the 6 month performance evaluation was a great idea.

Mr. Dowdell suggested they take the performance evaluation and make portfolio of each item.

Mr. Knight said they need to have more effective communication, clear direction from both parties is what is needed. It takes more than 6 months to get a good grip. Come up with measuring tools to properly rate. He recommended that they continue their contract.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. PATEL, THE COUNCIL, VOTED 6 – 0, BY VOICE VOTE, TO RECOMMEND CONTINUING THE CONTRACT FOR LEGACY MARKETING.

Mr. Morgan recommended they (Legacy Marketing) attend the BOCC meeting.

5. **New Funding Cycles & Application Deadlines (Matt Thro, TDC Vice-Chairman)**

This item was briefly discussed at the Nov. 18, 2013 meeting. Mr. Thro stated he has not meet on this nor he did he get to send any emails. He commented he did have suggestions, but due to the length of the meeting would tell them when they reconvene on November 25, 2013.

Mr. Thro said basically what is proposing is going into two different cycles, 6 month periods with October being the start of the first one and April being the start of the second one. We would start the process a 120 days out from that date with a workshop. He pointed out one of the biggest issues they have is what is the TDC, what the funding is to be used for and how the TDC can be beneficial to their events and what they can do. A workshop 120 days out before each cycle and it would be something coordinated by our Coordinators. Anybody would be able to come, meet and talk over the event ideas. He said applications should be in 90 days prior, 3 months out. They need to be in Sonya's hand and go immediately to the coordinator for them to review.

Mr. Morgan said they should have clear understanding. He gave for example Havana's PumpkinFest which is in October. You are saying they need to have it in 3 months prior to the date. He said, "If they make any exceptions to this proposal they will really be swimming up the wrong river."

Mr. Thro responded correct. The only way the totally utilize the coordinators and this new cycle is if they are able to work with and guide and their needs to be time for that.

Mr. DuBree said it seemed to him if they vote in October the 120 or 90 days out, just for the sake of a date October 1. Is that enough time for PumpkinFest to know that would be getting funding for it? These months you picked are most that we have the most stuff going on, maybe the dates should be when we have nothing going on. I think if I was the event planner for PumpkinFest I would know maybe in August I was going to get some help in August for the TDC.

Mr. Thro said you are suggesting keep the period in October, but go back even further. He said he would recommend voting in the August or September meeting, so they would have plenty of time to know what is appropriate.

Discussion occurred among the Board.

Mr. Garner asked the marketing committee to please take this on, talk about schedule and look at strategic plan. He asked them to coordinate with Legacy Marketing.

Mr. Morgan said there is nothing wrong with the TDC saying no, events come due the 1st year and coming for help with funds the 2nd year from TDC.

Mr. Knight expressed advertisement of the changes, would be great and beneficial.

Mrs. Gutcher said they would research the Strategic Plan.

Mr. Thro said it doesn't address marketing dollar, but asked them to check into it.

Mr. Morgan said once they decide, go to BOCC and let them know what they are doing and do written correspondence to all municipalities.

Mr. Garner asked the marketing committee, to come up with new plan.

Mrs. Gutcher said all marketing committee meetings must be advertised and meet the sunshine law.

Mr. Thro suggested that they meet 30 minutes prior to schedule meeting.

It was determined that they would meeting January 13, 2014 at 3:00p.m. The Marketing Committee consists of Matt Thro, Jeff DuBree and Keith Dowdell.

6. **Worth International (2014 Undiscovered Florida) - (Mary Kelly, Legacy Marketing)**

Worth International 2014 Undiscovered Florida was briefly discussed. Undiscovered Florida is the annual nature-based, historical/heritage and cultural VISIT FLORIDA opportunity with print and digital reach. Undiscovered Florida has a unique distribution – reaching consumers (Florida –bound visitors, National Geographic Traveler readers and Florida residents) in VISIT FLORIDA key target markets; and travel agents.

Mr. Garner asked Mrs. Kelly for her opinion on this item.

Mrs. Kelly stated although nice, she felt this item wasn't feasible at this time.

7. **FADMO Annual Meeting Update (Mary Kelly, Legacy Marketing)**

Mr. Kelly of Legacy Marketing stated the meeting was very informative. It targeted designation type marketing where they looked for asset to be able to utilize such as Conventions, Theme Parks, etc. What came out of that was Pat Thomas Summit. He conveyed it was right on line with what Major Wood discussed. A great deal of what they were talking about from other counties. He said they could encourage small groups to come and visit Casino, fishing, etc. He said they could have some very unique offerings. He said one of the targeted groups were people in law enforcement.

Mrs. Kelly discussed someone from VISIT Florida who is second in command and he said Florida was not just theme parks and beaches they would have a real focus this year and really help the rural TDC's develop and grow.

Awards and Presentations

Sheriff's Office – Major Shawn Wood

Mr. Garner said he was contacted by Major Wood about a project that he was interested in to bring to Gadsden County and soliciting the Council's help. He said that at this point it is only informational and are seeking no action today.

Major Wood spoke of the Rural County Summit which was started in the County about two years ago. "It is where rural counties come together to discuss disasters and what disasters mean." He highlighted some who visited last year. In the first year it was about 75-100 people in attendance. Last year Dale County Sheriff's came down, which they talked about the child who had been kidnapped for 7 days. Pinellas Park where the Principal got shot and the P.E. Coach were killed. Finally, he mentioned New Town (Sandy Hook Shootings). He said the summit was hosted at Pat Thomas Law Enforcement Academy (Florida Public Safety Institute). They had 30-40 people to stay last year in hotels. He said they want to make this a Conference and Summit like many others where you provide entertainment and activities for them while they are in attendance. This year he said would be unique with a different subject more disaster related scheduled for July 11-14, 2014. Currently, they have the people from Prescott Arizona where the 19 firefighters got killed in the line of duty, Boulder Colorado where they experienced one of the worst natural disasters outside of Katrina, Moore Oklahoma where tornados destroyed their community. Last, is West Texas where the 15 volunteer firefighters got killed in an explosion. He said they are really trying to sell Gadsden County the emails are going out to over 5,000 people all first responders. Tentatively they have set 2 locations the Casino out in Gretna and the other is the Whippoorwill down at the Lake. They are estimating 300-500 maybe to attend and 100 will participate in the activities planned. He said they are in the planning stages. Last year 30-40 people stayed last year in the hotels and this year they are expecting over a 100 to stay in the hotels for at least 3 nights. He asked for help from the TDC in whatever way they can help. He mentioned that with Pat Thomas in their backyard it's important to capitalize on it.

Mr. Garner asked had he asked Hemant and Peter for assistance with lodging.

Major Wood said that he has.

Mr. Garner said he just wanted the Council to be aware of this event and asked Major Wood to keep them informed. He said heads and beds is what they encourage.

Mr. DuBree discussed the funding cycle or grants cycles he would be in. He said it sounded like this was more grant related.

Mrs. Burns said those dates would be set today.

Legacy Update (Video Assets) Mary Kelly

Mary Kelly of Legacy Marketing presented a video on video pre-roll and collection of assets to target people to come to Quincy similar to ad on a website, but this is actually video. This specific video is too target parents and people who come for football games. This is targeted through the internet.

Mr. Thro said the idea is too click and get more information related to that specific video.

Mr. Morgan what would be inquiry to get to the video, how would I see it?

Mrs. Kelly said this is where we target you. You're on a website and you're looking for something such as a passer receiver of information they are already seeking and you have the option to click off.

Mr. Kelly added they only pay for the video which are played 25% or better. He said on a monthly basis their goal is to target 70,000.

Mr. Dowdell arrived at this juncture of the meeting.

Peter Patel arrived at this juncture.

Mr. Patel asked would the video assets be on the website and he asked that the Gadsden art, etc. logo be added as well.

Mrs. Kelly said they would.

Mr. Thro said all they are looking to do with the video pre-roll is to get interest.

Mr. Morgan said it would be helpful to let them know that they are only 30 minutes away.

Mrs. Kelly said that when you click through, you can access the maps, locations, etc.

Mr. Kelly said that it was a great idea that they incorporate by letting them know, that Gadsden is only 30 minutes away.

Mr. Morgan asked what do they have to present that would help now, football season is about over.

Mrs. Kelly said that the next season is fishing at Lake Talquin.

Mr. Thro asked what another target is.

Mrs. Kelly said the POW –WOW, general shopping, eco-tourism, outdoor recreation, etc.

Marketing and Funding Request

1. North Florida Education Development Corporation (NFEDC) (Carolyn Ford & Dexter Allen)

Mrs. Ford and Mr. Allen of NFEDC came before the Council and gave an overview of their Big Bend Cultural and Diversity Harvest Festival, December 6-7, 2013 at Tanyard Creek. She said the Festival is to support small businesses, celebrate their culture and keep dollars in the community. She said hopefully they will be able to improve relationships in Gadsden County.

Mr. Allen said the 1st night of celebration they would invite all political leaders out, where they can discuss issues that occur in this area. He said the finale of the night would be Gospel Extravaganza where pastors would be present to give out blessing for each of the Counties.

Mrs. Ford said this is a free event for the public. She mentioned some of the famous people from Gadsden County and this is a way to bring them back. She stated that on Saturdays they will celebrate families; this year is the Shaw's. She said if you get people excited they will participate. She discussed Thaddeus Shaw will make appearance. She said the City of Quincy is supporting them and they have waived the fee for the use of the facility and grounds.

Mr. Garner questioned the labor and cleanup cost.

Mrs. Ford said they would cover expenses related to the labor and cleanup cost and added they need funding for marketing.

Mr. Knight asked had they confirmed any of the bed nights.

Mrs. Ford said they would have a way to track bed nights.

Mr. Allen said the dollars would help for TV and radio advertisement.

Mr. Morgan said they are asking for help with TV and radio. He asked did they understand it's reimbursement only.

Mrs. Gutcher asked had they already started with the TV and radio advertisement.

Mrs. Allen said they had not started with radio and TV advertisement, but had started on facebook and had posted and handed out flyers around the community and other counties.

UPON MOTION BY MR. MORGAN AND SECOND BY MR. PATEL, THE COUNCIL VOTED 7 – 1, BY VOICE VOTE, TO APPROVE THE NORTH FLORIDA EDUCATION DEVELOPMENT CORPORATION, FIRST ANNUAL BIG BEND CULTURAL AND DIVERSITY HARVEST FESTIVAL IN THE AMOUNT OF \$2,500 FOR MARKETING AND THAT THEY MEET GUIDELINES OF THE STRATEGIC PLAN. (Commissioner DuBree opposed the motion.) Motion passed.

Public Comments and Concerns on Non-Agenda Items (3 minute limit)

There were no public comments or concerns.

Meeting(s)

- January 13, 2013 at 3:00 p.m. (Marketing Committee Meeting)
- January 13, 2013 at 3:00 p.m. (Regular Meeting)

Other TDC Business/Agenda Items

Legacy Marketing Evaluation Approval – BOCC Meeting December 17, 2013 (Tentatively)

Printed Materials Available

List of Strategic Media Partners
TDC By-Laws
Florida Statute

ADJOURNMENT

THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR RECESSED THE MEETING ON NOVEMBER 18, 2013 AT 5:33 P.M. AND RECONVENED ON NOVEMBER 25, 2013 AT 4:00 P.M. AND ADJOURNED AT 5:35 P.M.

GADSDEN COUNTY, FLORIDA

LEE GARNER, TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK