

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL
MINUTES FOR
Monday, September 15, 2014
Special Meeting: 3:30 pm

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 (absent)
Peter Patel, Hotel Industry (excused)
Clarence Jackson, City of Gretna (absent)
Brenda Holt, BOCC
Lynn Badger, Bed Tax Collector – Havana (excused)
Attorney David Weiss, County Attorney
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Planning Director/TDC Administrator
Beryl Wood, Deputy Clerk

1. **Pledge of Allegiance/Roll Call**

Lee Garner, Chairman of TDC called the meeting to order at 3:30p.m. with a quorum present and then led in the Pledge of Allegiance.

The roll was called by the deputy clerk and stated above.

2. **Amendments and Approval of Agenda**

Chair Garner asked for amendments to the agenda and there were none.

UPON MOTION BY MR. DUBREE AND SECOND BY MR. THRO, THE COUNCIL VOTED 5-0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA.

3. **General Business**

- a. RFP Presentation and Recommendation to BOCC **(Material to be provided)**
 - Michael Vallentine, Crappie Master – Via Phone
2015 Fishing Tournament

Mr. Michael Vallentine of Crappie Masters spoke via phone on the Crappie Master’s coming to Gadsden County during mid-February 2016 because schedule is already full in

2015. He said they are the Cadillac's of the business world of fishing. He was in support of win – win situation for all parties involved.

Mr. DuBree commented they have done tournaments in the past during Jan – mid Feb. months and they do really good. He asked how many teams they normally have fishing in Florida. He asked for projections for Gadsden Area. He also asked about their television show and how they thought Talquin would fit in.

Mr. Vallentine responded 35 minutes west of Orlando, Leesburg area had 30 boats entered for a tournament. He said on St. John Area it was about a 40 boat range.

He said for the Gadsden Area he would probably project around a 50 boat range. He said their TV show Crappie Masters TV 2014 ran mid 4 millions, went from 2 prime TVs vs. 4 shows, show is getting better. He explained any lake with the TV package would benefit from 2 shows, 12 viewings reaching a million households. He said Gadsden County had great assets with the fishing, lake and community.

Mr. Garner commented they have a Bass Pro Shop in Tallahassee.

Mr. Vallentine said Bass Pro Shop is the headliner sponsor. They send representatives over to help.

Mrs. Holt asked are there are any other amenities and when would the advertisement start?

Mr. Vallentine said to help with advertisement they would send a team down and put books, magazines, mail outs and posters around the middle of December 2015.

Mr. Garner asked about quoted prices, would prices stay around the same.

Mr. Vallentine said prices listed would be good for awhile.

Mr. Knight mentioned a late July tournament wasn't scheduled and asked would it be possible. He asked why there was no schedule for off –season tournaments.

Mr. Vallentine said it was hard to say but, it was possibly due to the heat. He said in the past however it was not very successful. He said they needed to know something by January of 2015 which direction the Council wanted to go in.

Mr. Thro asked is there any time in 2015 that could be a possibility.

Mr. Vallentine said the only time available is the summer time, but he wouldn't recommend summer time. He wants the event to be successful.

Mr. Knight asked about a guaranteed number that would come or if you don't get that number would it be cancelled.

Mrs. Holt said she liked it.

Mr. DuBree said he liked Crappie Master's as well and maybe they could partner with Leon County especially Bass Pro Shop.

Mr. Garner recommended they do Crappie USA next year and Crappie Master 2016.

Mr. Thro asked about a guarantee with a number of boats.

Sonya stated she would check on the number of boats they would be willing to guarantee, but would ask for a commitment of 45 boats and a \$75.00 boat penalty.

UPON MOTION BY MR. THRO AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 4-0, BY VOICE VOTE, TO AWARD CRAPPIE USA'S PROPOSAL FOR JANUARY 15-17, 2015 CRAPPIE TOURNAMENT ON LAKE TALQUIN FOR \$10,000 WITH A 45 BOAT GUARANTEE WHICH WOULD INCLUDE A \$75.00 PENALTY FOR ANYTHING LESS. (DUBREE ABSTAINED FROM VOTING, DUE TO CONFLICT.)

Chair Garner asked that Ms. Burns add the Crappie Master 2016 to the next TDC Council Agenda for discussion.

4. **Items of discussion from Council members (no vote items)**

- Mrs. Holt asked the possibilities of a dinner boat on the Lake.
- Chair Garner announced the Pow-Wow would take place Oct. 10-12, 2014 in Chattahoochee.

5. **Public Comments**

There were no additional public comments.

- Upcoming meetings: October 20, 2014 at 3:30 p.m.

6. **Adjournment**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE COUNCIL, THE CHAIR
ADJOURNED THE MEETING AT 4:30 P.M.**

LEE GARNER, TDC - CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK