

**GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL**

**MINUTES FOR
Monday, November 17, 2014
Special Regular Meeting: 3:30 pm**

Present:

Lee Garner, Chair of TDC, City of Chattahoochee Manager and Tax Collector (absent)
Matt Thro, Vice – Chair of TDC, H & H Furniture (via – phone)
Jeff DuBree, Sportsman’s Lodge, Bed Tax Collector - Lake Talquin
David Knight, Midway Councilman (absent)
Keith Dowdell, City of Quincy Commissioner
Peter Patel, Hotel Industry
Clarence Jackson, City of Gretna (absent)
Brenda Holt, BOCC (arrived late)
Lynn Badger, Bed Tax Collector – Havana
Attorney David Weiss, County Attorney
Joe Bouch, Chisano
Sonya Burns, TDC Administrative Assistant
Allara Gutcher, Planning Director/TDC Administrator
Beryl Wood, Deputy Clerk

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

Jeff DuBree in the absence of the Chair and Vice-Chair 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**

The agenda was amended to add a Task Order to 4C.

UPON MOTION BY MR. PATEL AND SECOND BY MRS. BADGER, THE COUNCIL VOTED 5-0, BY VOICE VOTE, TO AMEND THE AGENDA BY ADDING TASK ORDER TO 4C OF THE AGENDA.

3. **Minutes Approval**

UPON MOTION BY MR. PATEL AND SECOND BY MR. DOWDELL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE MINUTES OF OCTOBER 20, 2014.

4. **General Business**

a. **Introductory discussion regarding the revision of the Strategic Plan.**

Joe Bouch, Chisano Group, appeared before the Council and stated they have put the building blocks together and have come up with a perspective on brand positioning. He said they have a workshop planned to gather additional information from the Council. He stated they are going after the DNA of the County. He further discussed the brand and at a later time he said he would present the power-point presentation.

Mrs. Holt arrived at this juncture of the meeting.

It was suggested the second Tuesday, December 9, 2014 for a workshop or the 10th for an alternative date to start at 9:00am.

Mrs. Gutcher said she would let everyone know of the date.

Mr. Dowdell left at this juncture of the meeting.

b. **Funding Requests – (Current Balance \$22,000.00)**

Mrs. Holt said you need to change your rules and then you can break the cycle.

Mrs. Gutcher suggested they table until after the updating of the Strategic Plan.

- Rocky Comfort Farms - **\$3,000.00** (did not provide bed night information)
 - Pumpkin Patch and Hay Rides
- North Florida Education Corporation - **\$2,500.00** (provided bed night information)

Mrs. Holt offered a motion to approve the \$2,500 for North Florida Education Corporation.

Mrs. Badger said she didn't feel they should approve this.

Mr. Thro said all the organizations should follow the rules based on rules that were presented.

Mrs. Gutcher said the rules haven't changed since 2009, it's the way it has been implemented is the question.

Mrs. Holt called the question.

UPON MOTION BY MRS. HOLT AND SECOND BY MR. PATEL , THE COUNCIL VOTED 2 – 3, BY VOICE VOTE, FOR APPROVAL OF NORTH FLORIDA EDUCATION

CORPORATION IN THE AMOUNT \$2,500. THE MOTION FAILED. (MR. THRO, MR. DUBREE AND MRS. BADGER OPPOSED THE MOTION.)

- Diversity Day
- Havana Merchants - **\$5,000.00**
 - Pumpkin Festival - \$2,500.00
 - Lawn Mower Parade - \$2,500.00

c. Task Order for Chisano for travel November 17, 2014

UPON MOTION BY MR. PATEL AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDER FOR CHISANO FOR TRAVEL TO GADSDEN COUNTY FOR OVERNIGHT STAY NOT TO EXCEED \$300.

Mrs. Holt left at this juncture of the meeting and the meeting adjourned due to the loss of a quorum.

5. **Update on Bed Tax Collection Rate**
 - Allara Mills-Gutcher, Planning Director/TDC Administrator (Discussion was not held.)
6. **Staff Report(s)** (Discussion was not held.)
7. **Items of discussion from County Attorney (no vote items)** (Discussion was not held.)
8. **Items of discussion from Council Members (no vote items)** (Discussion was not held.)
9. **Public Comments**

There were no public comments.

Upcoming meetings: TDC Workshop, December 10, 2014 at 9:00 a.m.
TDC Regular Meeting, January 19, 2015 at 3:30 p.m.

10. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING
ADJOURNED AT 4:12 P.M. DUE TO LOSS OF QUORUM.**

GADSDEN COUNTY, FL

JEFF DUBREE, ACTING TDC CHAIR

ATTEST:

BERYL H. WOOD, DEPUTY CLERK