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County Administrator

LEE GARNER  
TDC Chairperson

**GADSDEN COUNTY**  
**TOURIST DEVELOPMENT COUNCIL**

**MEETING MINUTES**

**Monday, July 17, 2017, at 3:30 P.M.**  
**Edward J. Butler Governmental Complex**

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**Present:**

**Jeff DuBree**  
**Joe Munroe**  
**Carolyn Ford**  
**Peter Patel**  
**Angela Sapp**  
**Sonya Burns, TDC Administrative Assistant**  
**Joe Bouch, 78 Madison**  
**Attorney David Weiss**  
**Beryl H. Wood, Deputy Clerk**

**Absent:**

**Jerrod Holton**  
**Lee Garner**  
**Brenda Holt**  
**Matt Thro**

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

Jeff DuBree, Acting Chairman of the TDC called the meeting to order at 3:30 p.m. with a quorum present and lead in Pledge of Allegiance.

2. **Amendments to and Approval of the Agenda**

Mr. Munroe, Quincy MainStreet, asked that he be considered for marketing funds instead of event funding for Porchsketch and Quincyfest.

Mrs. Burns said it would be marketing and that it was one pot of money.

**UPON MOTION BY MR. PATEL AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 5  
– 0, BY VICE APPROVE THE AGENDA.**

3. **General Business**

a. **Approval of Minutes (June Meetings)**

Lee Garner, TDC Chairman

**UPON MOTION BY MRS. FORD AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JUNE MINUTES.**

b. **Task Orders for Marketing and Advertising**

Joe Bouch, 78 Madison Marketing, and Advertising presented the final four task orders of the fiscal year. He explained the Task Order is for September and we will need October and November if you don't approve September (Outdoor) than the request for October and November would be null and void. He said once it is decided what they will do, he said there are 5/6 boards in the Tallahassee Market that he thinks are a good location for the people they are trying to attract. He said it was a first come, first serve basis.

He said Geo-fencing \$2,000 September and then it would go down to \$1,030. He said they would have to find \$2,058.

**UPON MOTION BY MR. MUNROE AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE TASK ORDERS FOR SEPTEMBER 2017 SOUTHERN LIVING AD - \$4,550.46; SEPTEMBER 2017 – MEDIA PLAN (GOOGLE) - \$3,500.00; SEPTEMBER 2017 – OUTDOOR ADVERTISING -\$3,530.00; SEPTEMBER – FACEBOOK - \$3,750.00.**

c. **Fiscal Year 17/18 Budget Discussion(s) and Approval**

1. Quincy Mainstreet Funding Request – \$5,000 (Porchsketch & Quincy Fest)

Mr. Munroe spoke on 2018 buildup for 2019 with Coke on October 28, 2018.

Attorney Weiss said the amount is based on the maximum award for room nights.

Mr. Munroe asked for an exception to the rule.

Attorney Weiss said the plan doesn't say the exception to the rules. He said right now it reads maximum award based on room nights.

Mr. Munroe said you can bring in 7-8,000 people from the region, but they may not spend the night.

Mrs. Burns said they would need to amend the Strategic Plan concerning the bed nights.

Mrs. Ford said that's way she was for amending the Strategic Plan to have it lowered. How do we encourage them to book in Gadsden County?

Mr. Patel said if you stay here or encourage them to stay in Gadsden at our hotels. He said that is how you get the Bed Tax Money/Nights.

Mr. DuBree said would he be able to come back.

Mrs. Burns said it's on reimbursement status.

Mrs. Ford when will be looking at Strategic Plan.

Mr. Munroe asked for the scale.

Attorney Weiss said you would have to fall in that category or operated by a Non-profit. Events, TDC sponsored event (Crappie Tournament and Bike Race). We are considering recommending a budget. It is contingent upon verification. He suggested they should follow the plan. No monies change had until it's verified.

Mrs. Ford said if it doesn't comply at this time and they change the Strategic Plan.

Attorney Weiss, it needs to be approved based on the existing plan. It has to be subject to Board approval.

Attorney Weiss recommended table to next budget cycle.

Mrs. Ford commented they could table the discussion and revisit it was seconded by Mr. Patel.

Attorney Weiss consider for 2017 the \$2500.

Mr. Patel stated that he must still get the room nights.

**UPON MOTION BY MR. PATEL AND MRS. FORD, THE COUNCIL VOTED 4 -0, BY VOICE VOTE, FOR APPROVAL FOR THE QUINCY MAIN STREET AT \$2,500 FOR THE 2017/2018 BUDGET.**

**2. Havana History & Heritage Museum - \$5,000**

Nick Bert, Nell Cunningham, and Donald Warrick came before the Council and presented the request for the Havana History & Heritage Museum. This museum at Planters Exchange will focus on the Shade Tobacco Industry along with other things. He said they will be educating, engaging, and entertaining. He said they have a lot of support. He said they are requesting \$5,000.

Mrs. Burns said this will fall under the non-profit and under Tourism and Marketing (Museums).

Mr. DuBree said they could use under marketing and building revitalization.

Mrs. Burns said they could.

Mr. Patel said could they approve the first time one year.

**UPON MOTION BY MRS. FORD AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE HAVANA HISTORY & HERITAGE MUSEUM AT \$5,000.**

### **3. Tourist Development Tax Increase**

Sonya Burns, TDC Administrative Assistant, review sometime in the near future recommendation. She referred to the Florida Statutes handout on Section 125.104 on Tourist Development Taxes. She said they authorize five separate tourist development taxes that county governments may levy. Depending on a county's eligibility to levy, the tax rate applied to transient rental transactions varies from a minimum of 3 percent to a maximum of 6 percent.

Mr. Patel commented the reason we get business in this County is that are premium is less than Leon County.

Mr. DuBree said he would recommend a workshop with all like minds (bed tax collectors).

The consensus of the Council was to workshop the Tourist Development Tax Increase and invite all like minds, bed tax collectors.

Mrs. Ford said if the County is having a short fall, be mindful of the budget and what is going on. They will be looking for ways to cut us too.

Attorney Weiss said the dollars for TDC are very restrictive. The County can't use the tax dollars to regulate General Revenue. "Every dollar you spend has to come from the Bed Tax. They can't use your dollars." If you look at the budget as stated by Sonya, we started with a great surplus, but every year you are supplementing your budget, it will not last forever.

Mr. Jeff Price, OMB and Purchasing Director said the fund balance is around \$230,000. We also have projected revenue for next year of \$130,000. Based on numbers right now you are good.

Mrs. Sapp had questions regarding the unused funds, projected for this year.

Mrs. Ford said we should keep an amount in the reserve, so it never gets down to \$20,000.

Attorney Weiss stated we do need to send something to the BOCC. He said he thinks it should be in by July. "Just because it's in the budget you don't have to spend it." If you have a contract with someone it is different.

Mr. DuBree leads the discussion: FADMO Summit (2100), RiverWay South (\$5,000 per county minimum), Administrative Cost were discussed.

Mrs. Ford spoke on increase for Sonya for all the work she does.

Attorney Weiss said the board makes employee increase. He said they could do the Crappie Tournament without TV and it would only be \$10,000. He said since it was done last year it really isn't needed this time.

Mr. Patel motioned that they amend the Crappie Masters to \$10,000 with no tv; TDC Signature Event reduced to \$20,000. It was seconded by Mrs. Sapp.

Ms. Burns said that on videoing they had talked about using Mr. Southerland, but we would have to go out for RFP for procurement.

**UPON MOTION BY MR. PATEL AND SECOND BY MRS. FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE BUDGET WITH THE FOLLOWING CHANGES, QUINCYMAIN STREET -\$2,500; CRAPPIE MASTERS -\$10,000 WITH NO TV; TDC SIGNATURE EVENT - \$20,000.**

**d. Creation of Signature Event Committee Sonya Burns, TDC Administrative Asst.**

Ms. Burns discussed the creation of a Signature Event Committee.

**UPON MOTION BY MRS. SAPP AND SECOND BY MR. PATEL, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE FOR THE CREATION OF A SIGNATURE EVENT COMMITTEE.**

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

There were no items of discussion for Council members.

**5. Public Comments (3 Minutes)**

There was no public comment.

**Information only:**

August 28 - 30, 2017 (2) Attendees – J. Munroe & Matt Thro  
2017 Governors Conference on Tourism  
Hollywood, FL

6. **Adjournment**

**THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:21 P.M.**

**GADSDEN COUNTY, FL**

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**LEE GARNER, CHAIR  
Tourist Development Council**

**ATTEST:**

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**BERYL H. WOOD, DEPUTY CLERK for  
NICHOLAS THOMAS, CLERK**