

COMMISSIONERS:

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District 5



ROBERT M. PRESNELL
County Administrator

PETER PATEL
TDC Chairperson

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

MEETING MINUTES
January 23, 2017 at 3:30 P.M.
Edward J. Butler Governmental Complex

Present:

Matt Thro
Brenda Holt
Carolyn Ford
Jerrold Holton
Angela Sapp
Sonya Burns, TDC Administrative Assistant
Joe Bouch, 78 Madison
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Peter Patel, Chair of TDC (resigned)
Lee Garner
Jeff DuBree
Joe Munroe (excused)

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

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

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

UPON MOTION BY MRS. HOLT AND SECOND BY MRS FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE AGENDA AS STATED.

3. **General Business**

a. **Approval of Minutes (November 21, 2016 Meeting) – Matt Thro, Acting TDC Chairman**

UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE NOVEMBER 21, 2016 MINUTES.

b. Election of Officer – Matt Thro, Acting TDC Chairman

Mrs. Burns said that Mr. Peter Patel, TDC Chair has moved and resigned. She said Jeff DuBree and Lee Garner are the only two available to be Chair of the TDC. The Chair has to be a bed tax collector as stated.

Attorney Weiss said the bylaws state that it must be a bed tax collector, not the statute. He said for purpose of the vote it does need to be a bed tax collector. He said the bylaws could be placed on the agenda and addressed at that point.

Motion: for Lee Garner as Chair

UPON MOTION BY MRS. HOLT AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF LEE GARNER AS CHAIR OF THE TDC COUNCIL FOR 2017.

Motion: for Jerrod Holton as Vice – Chair

UPON MOTION BY MRS. HOLT AND SECOND BY MRS. SAPP, THE COUNCIL VOTED 5 -0, BY VOICE VOTE, FOR APPROVAL OF JERROD HOLTON AS VICE – CHAIR OF THE TDC COUNCIL FOR 2017.

c. 78 Madison Task Orders and Update(s) - Joe Bouch, 78 Madison

Mr. Bouch commented on the New Year and exciting events coming up. He discussed the Task Orders and updates. He talked about the great leads from the Southern Living advertisement.

March 2017(Facebook) - \$4,000.00; March/April 2017 (Florida Travel & Lifestyle Magazine) - \$1,171.00; April 2017 (Facebook) - \$4,250.00; April (Southern Living Magazine) - \$4,550.46

Mrs. Ford asked about the 850 magazine. She mentioned other magazines for advertisement as well.

Mr. Bouch said it is a business magazine not focused on tourism.

Mrs. Holt asked that he explain the ads for the new person appointed to the Council.

Mr. Bouch explained the ads. He talked about the branding campaign “Do Something Original”. We do a lot of facebook, e-blast, etc.

Mrs. Sapp complimented Mr. Bouch and his agency on the facebook post which are great in her opinion. They are on point.

Mrs. Ford asked about a guide about historical Gadsden County that would include all parts of the County.

Mr. Bouch said the agency could develop it; you would just have to find funds to print it.

Mrs. Holt said she would like it to be electronical, so it could go on facebook, websites, etc.

Mr. Bouch said they have a lot of components out to bring light to Gadsden County.

Mr. Thro suggested adding the two handouts through pdf.

Motion:

UPON MOTION BY MRS. FORD AND SECOND BY MRS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE 78 TASK ORDERS AS STATED ABOVE.

Dash Board – Joe Bouch

Mr. Bouch presented the dashboard that had been requested by Council. He said this was a nice roadmap. It gives us a flair for everything we are doing and how they are reacting to such things as top cities, marketing. He said they are finally getting comparative numbers.

Mr. Thro asked had they turned on the demographics.

Mr. Bouch passed out more dashboard information.

Mrs. Holt said this was a great way to compare what is working and what is not. “We find things that are not really big, maybe they should rethink.” She discussed being the host county on the side for such things as the FSU and FAMU football home games. Her suggestion was host a big bomb fire. Her thinking was that about they could do the night before the game to get them to come to Gadsden County. She suggested they contact the alumni and get started there.

Mrs. Sapp it could get our local people to spend funds here before games, if nothing else.

Mrs. Holt commented on the Little River Park the City of Quincy owns. She commented that it was an asset. She discussed ways to get money to rejuvenate it. “It is a tourism attraction.”

Mrs. Ford asked about the Joe Budd property in Midway.

Mr. Holton said it has docks, picnic tables, etc. He said it would be a nice property to host an event.

Mrs. Holt announced the ground breaking service for The Freightliner Company tomorrow at 11am.

Mrs. Ford commented on the slot machines may finally be coming to Gadsden County and what that would mean. She spoke of ways to capitalize and generate funds.

Mrs. Holt said she was in favor of anything that might bring jobs. She said she is looking into the other parts, once they are here for the slot machines, how do you keep them here for other things that the County has to offer.

Mrs. Holt left at this juncture due to an appointment and that resulted in the loss of a quorum. The meeting was ended.

4. **Items of discussion from Council members (no vote items)** – Not discussed
5. **Public Comments (3 Minutes)** – Not held

Information only:

Crappie Tournament – February 3 - 4, 2017 – Lake Talquin

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 4:36 P.M.

GADSDEN COUNTY, FL

ATTEST:

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