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ROBERT M. PRESNELL
County Administrator

LEE GARNER
TDC Chairperson

GADSDEN COUNTY
TOURIST DEVELOPMENT COUNCIL

MEETING MINUTES

Monday, September 18, 2017 at 3:30 P.M.
Edward J. Butler Governmental Complex

Present:

Jeff DuBree
Lee Garner
Joe Munroe
Carolyn Ford
Angela Sapp
Brenda Holt
Sonya Burns, TDC Administrative Assistant
Joe Bouch, 78 Madison
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Jerrold Holton
Matt Thro
Peter Patel (excused)

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

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

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

UPON MOTION BY MR. DUBREE AND SECOND BY MRS. FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE AGENDA AS STATED.

3. **General Business**

a. **Approval of Minutes (July Meeting)**

UPON MOTION BY MRS. SAPP AND SECOND BY MRS. FORD, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE MINUTES OF JULY.

b. Task Orders and FY 17/18 Marketing Plan

Joe Bouch, 78 Madison Marketing and Advertising

Ms. Burns presented the Task Orders for Mr. Bouch in his absence. DuBree/Munroe 5-0

UPON MOTION BY MR. DUBREE AND SECOND BY MR. MUNROE, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, TO APPROVE THE TASK ORDERS FOR THE MONTH OF OCTOBER/NOVEMBER (OUTDOOR ADVERTISING -\$3,530.00; FACEBOOK AD CAMPGAIN -\$3,750.00; GEO –FENCING - \$2,060.00; FACEBOOK AD CAMPGAIN -\$3,500.00; OUTDOOR ADVERTISING CAMPGAIN -\$3530.00)

Mrs. Ford asked were those the items approved in Budget. Ms. Burns stated that those items start Oct. 2017.

Ms. Holt phoned into the meeting at 3:35p.m.

c. Main Street Presentations – 100 Years of the Real Thing

Benjamin Chandler, Chattahoochee Main Street

Tony Lombardo, Havana Main Street

Alex Sink, Quincy Main Street

Mr. Munroe said the 3 MainStreet programs of Gadsden County have come together with Coca Cola for the year of 2019. January 20, 2019 kickoff. They want to sustain the marketing effort throughout the year. He said this would bring and will attract a lot of tourist. He discussed “100 Years of the Real Thing” slogan and how they would bring the exhibition would showcase illustrations created for Coca Cola advertisements, Pop Art inspired by the iconic symbol and American photography that captures glimpses of the beverage and its presence in our everyday lives for the past 100 years. He pointed out they all have museums. He said that Coca Cola would like to have a partnership with Gadsden County. He said it would bring positive national attention to our County. He attended the Florida Governors Conference, spoke with Visit Florida and we have their support.

Alex Sink, Quincy MainStreet, had an opportunity to sit down with Coca. He said they are very interested in working with Gadsden County. He said 2019 will be geared toward Coca Cola. He said Coca Cola is willing to send marketing/resources to help with the kickoff. Starting with the Christmas Parade. He said it was a positive meeting. He said it would be good national exposure.

Ben Chandler, Chattahoochee MainStreet, he said this is coming at a perfect time. We now have quite the Coalition of MainStreets in the County. He said they are about economic development with historic preservation. He spoke of the Arsenal of the FSH campus. He talked about things to come such as reinstating boat races on the River.

Tony Lombardo, Havana MainStreet, He said he was excited about the Coke Event. He said MainStreet is trying to revitalize downtown Havana. He said they want to market to cyclist, to cycle in Havana. He said they want to attract serious riders. He said they want to create events that they could ride a bike and encourage them to stay in town. He said they are looking to attract folks from all around the Country.

Mr. Munroe stated Mr. Bouch said the RFP should go to Havana for Bike Race in 2019. Anything that we can do to bring national attention to Gadsden County is needed. He said they have 3 staffed Main Streets in Gadsden County. He wanted the TDC to fund the 3 MainStreets especially throughout the visitor center.

Mrs. Ford said that is great to be able to partner with Coca Cola. They have the largest marketing budget.

Mr. Munroe said that 78 Madison would market with Coca Cola.

Mr. DuBree said wherever you go; they mention the Coca Cola story in Gadsden County. He said he was in support of supporting their entire marketing budget toward this. It would show Coca Cola that we are all in for 2019.

Ms. Holt said she would like for this to be a County Wide Event. She wants it to be equal for the 6 municipalities.

d. Havana Walls Grant

Bob Lauther, Havana Merchants Association, discussed the Havana Great Walls on Highway 27. He said he would like to solve the identity crisis. To identify the Town of Havana. He said the Havana Merchants Association is planning the construction of planters and signage at the corner of 7th Avenue West and Hwy 27. The intent of the walls is to have signage to attract tourist, day-trippers and shoppers to the historic shopping areas within the town. He said they experience many travelers traveling north or south on Hwy 27 but they completely miss our town because all store fronts face NW 1st Street one block over. It would help people to visit the shopping district in the Town of Havana. He said they want the proper signage. He said they want the traffic back in the town and they think the sign would help.

Ms. Burns said the TDC budget has already been approved.

Attorney Weiss said the budget has already been submitted to the BOCC. He said you would have to move funds.

Mr. Garner asked had they checked with the DOT. He said they could go on record not to oppose.

Mrs. Ford said she would like to look at other funding requests.

Mr. Lauther said they asked for funding for some of their events. He said they have never asked for funding for infrastructure. He said hopefully they can go and find other sources of funding as well. They are trying to get people to buy and sell so they can give back tax dollars.

Mrs. Ford said that was a great idea.

Mr. Munroe said you are talking about Gateways. He said this is something great, just don't know how this will play out with TDC.

Mrs. Sapp said she understands, but not sure how they could help.

Mrs. Ford said her suggestions are that they will continue to discuss. Look at covering your entire basis, to get the bottom line. Hopefully, they will assist anyway that they can.

Mrs. Holt asked did they have a CRA. Mr. Lauther said no. She gave ideas on relationships that they can have.

Mr. Lauther said they would like to have it done, by the end of the year. He asked for any help the TDC could provide.

Mrs. Holt said it is a great idea; they need to look into it more. They would have to research infrastructure. We don't have any guidelines.

Mr. DuBree said they use to have it in the Strategic Plan. He said that all municipalities need signage as gateways.

Mrs. Ford said this is an economic development program. She asked that they seek on the federal level.

Mr. Garner asked that he keep coming back. He said they would need to look further into this. He thanked Mr. Lauther for keeping them abreast of the project. No vote was taken.

Mrs. Holt arrived at this meeting at 4:11 p.m. in person.

e. TDC Attendance Lee Garner, TDC Chairman Sonya Burns, TDC Administrative Assistant

Mr. Garner said Mr. Holton has resigned.

Ms. Burns explained that Matt Thro has had 3 unexcused absences. We have two open positions. There is an application on County website for interested candidates and she would bring to TDC for recommendation, then it would move to the BOCC for a final vote. She said they would like a person of tourist interest.

4. **Items of discussion from Council members (no vote items) Holt – Chattahoochee** Reenactment, get the information out Dec 1-2, 2017; Ben Chandler – 2 Egg TV and responsible for getting the event going. Historical for everything that has gone on at the River. Holt wanted all people effected involved; By-Laws from TDC – they don't won't the Chairman of TDC to rotate. She suggested they talk with the person that appointed them.

Mrs. Ford commented on Havana events. She said she attended an event. It was a large attendance, she was not sure, but thought it was the PumpkinFest.

Mr. Lauther said it is the second Saturday of October. Mr. Lombardo, said since 2008, it hit them hard and they have never recovered. He said it has been in a state of decline. He said it has started to come back. He said they are working, but they need help.

Mr. Munroe attended the Florida's Governor Conference Viva 2000, Coke "100 years of the Real Thing" talked with the President of Visit Florida, visit Tallahassee. QuincyFest is in October. He said they wanted to go back to May. He said that it is an economic hardship.

Mr. Garner commented on the Native POW WOW, 2nd Weekend in December.

Mrs. Holt asked about events cut from \$30,000 to \$20,000. She said you don't have to spend all the funds. She said never cut your program.

Mr. DuBree said they cut TV out of the fishing; \$30,000-\$20,000; sub-committee will report what the signature event would be and then we would make report. We had more money going out then we had coming in.

Mrs. Holt commented that the County has to have certain standards. She said she would ask for this item to come back.

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

Alex Sink asked about event for May. Ms. Burns said she received email Red Eye Velo was willing to change their date; Memorial Holiday was not a good day this past year.

*Next Meeting - October 16, 2017 @ 3:30p.m.

6. **Adjournment**

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:02 P.M.

GADSDEN COUNTY, FL

**LEE GARNER, CHAIR
Tourist Development Council**

ATTEST:

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