

AT A REGULAR MEETING OF THE GADSDEN
TOURIST DEVELOPMENT COUNCIL HELD IN
AND FOR GADSDEN COUNTY, FLORIDA ON
AUGUST 20, 2018 AT 3:30 P.M., THE
FOLLOWING PROCEEDING WAS HAD, VIZ :

Present:

Carolyn Ford, Vice –Chair
Brenda Holt
Peter Patel
Linda Dixon
Cathy Johnson
Olivia Smith, TDC Administrator
Joe Bouch, 78 Madison
Attorney David Weiss
Beryl H. Wood, Deputy Clerk

Absent:

Angela Sapp
Jeff DuBree
Lee Garner, Chair

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

Carolyn Ford, Vice-Chairman of the TDC called the meeting to order at 3:40 p.m. with a quorum present and led in the Pledge of Allegiance. It was then followed with the roll call by the deputy clerk.

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.

a. **Approval of Minutes**

UPON MOTION BY MR. PATEL AND SECOND BY MS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE JULY MINUTES.

b. **2018 Review Committee Funding Recommendations**

Ms. Smith discussed the recommendations. She discussed the groups that are requesting funding twice. Ms. Holt said she would not like those receiving funds to be able to receive in two different locations. Mr. Patel said there should be a rule that they

can only apply for one source of funding. He said they should make sure they follow the rules. He said that policy and procedures need to be in place. Mr. Weiss said they don't have anything in place that prohibits them from coming to TDC and the Board for funding. He said they are considering marketing funds, they are requesting funds to bring visitors into the county. He said for what they are considering right now for example: He said he understands not wanting to overfund. He asked about the Quincy MainStreet stating it should be \$2,000. He said they should make a decision of what has come before them.

2018-2019 TDC Funding Request Application Recommendation

- Gadsden County Democratic Party (2018 Ebony & Ivory Affair) - \$1,000
- Maurice Grant -\$1,000
- Chattahoochee Main Street -\$1,000
- Dr. MLK Committee -1,000
- James J. Anderson - \$2,000
- North Florida Economic Development -\$1,000
- Countywide Business & Individuals -\$1,000
- Quincy Main Street -\$2,000
- Golden Knights Motorcycle Group - \$3,500
- WordSmitten Media, Inc - \$2,500
- Harold Bailey & James Travis - (the same as the Countywide Business)
- Top View Sports – N/A
- Havana Main Street -\$1,000

Mr. Patel left at 4:28pm returned at 4:30pm

UPON MOTION BY MS. HOLT AND SECOND BY MRS. JOHNSON, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE SPREADSHEET 2018-2019 TDC FUNDING REQUEST APPLICATIONS AS STATED ABOVE.

c. 78 Madison Marketing Status Updates (NACo Video Review)

Mr. Bouch commented on the media budget at \$90,000. He said the proposed budget is around \$60,000. He said that is a cut. He commented on outdoor boarding. He said the two boards chosen: Apalachee Parkway/ Hwy 27 and Capital Circle. He said the September budget is \$3,000. October and November will go into next fiscal year. The idea of the boards is for people to visit websites. Geo fencing (can pick 8 areas, if you have app, you will get dinged. They will run for 9 weeks). He asked did they still want this campaign and that he would look for smaller publications. Mr. Patel asked what reason the funding went down. Mr. Price commented on this year's draft, to bring down to \$60,000 because they are getting short on funds. He said the revenue has been steady the last 5 years. He said they should spread out and get more bang for your buck. He said they should look at avenues to make it last longer. Mr. Patel commented that

they couldn't use more than 20% of the reserve. Mr. Weiss said the Strategic Plan does not say anything about a specific amount on the reserve. Ms. Holt commented on the budget and on the different accounts what is the balance: \$163,639.00. Where is the extra \$63,000 coming from? Mr. Weiss stated \$163,000 plus \$131,000 equals \$195,000 which will go to next year. She said look at the 20%. Mr. Weiss commented on Strategic Plan commented on the 20-20-40. Mr. Patel commented on the marketing firm for 30%. Ms. Holt commented on the budget and said she wanted to recommend that they would not approve anything that is getting funding from the Board. Mr. Patel commented on the \$20,000 for the special events. He said they could look into cutting that amount down.

UPON MOTION BY MR. PATEL AND SECOND BY MS. HOLT, THE COUNCIL VOTED 5 – 0, BY VOICE VOTE, FOR APPROVAL OF THE SEPTEMBER, OCTOBER AND NOVEMBER TO BE CONTINGENT UPON BUDGET APPROVAL.

❖ **September 4, 2018 – Special Meeting at 4:30pm**

Ms. Holt left at this juncture at 5:00 pm; lost quorum the meeting ended.

Adjournment

THERE BEING NO ADDITIONAL COMMENTS, THE CHAIR DECLARED THE MEETING ADJOURNED AT 5:00 P.M.

GADSDEN COUNTY, FL

**CAROLYN FORD, VICE -CHAIR
Tourist Development Council**

ATTEST:

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