

**TOURIST DEVELOPMENT COUNCIL  
GADSDEN COUNTY, FLORIDA  
MONDAY, JUNE 17, 2019 REGULAR MEETING**

**Present:** Carolyn Ford, Co-Chair –Tourist Interest  
Jeff Dubree, Tax Collector  
Brenda Holt, County Commissioner  
Cathy Johnson, Havana Council Member  
Linda Dixon Tax Collector

**Staff Present:** Olivia Smith, TDC Administrator  
David Weiss, Attorney  
Muriel Straughn, Deputy Clerk

**Absent:** Joe Bouch, 78 Madison  
Peter Patel, Tax Collector  
Keith Dowdell, Quincy City Commissioner

**Attested:**

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

Co-Chair Ford called the meeting to order at 3:37 p.m. then led in pledging allegiance to the U.S. flag.

Deputy Clerk Muriel Straughn called the roll and noted the attendance above.

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

**UPON MOTION BY COMMISSIONER HOLT AND SECOND BY COUNCIL MEMBER JOHNSON, THE BOARD VOTED 5 – 0 TO APPROVE THE AGENDA AS WRITTEN.**

**3. Presentations**

**a. Havana Shade Tobacco Museum – W. D. “Bi Il” Piotrowski, Havana History & Heritage Society Museum**

Mr. Piotrowski addressed the Council and made the following points:

- The Havana Shade Tobacco Museum opened on October 7, 2017. The Museum is located in the Old Planter’s Exchange building. It is open only two days a week.
- What prompted the initiative for the museum was the very rich history of the area and the desire to tell it – the good and bad.
- The museum received a Smithsonian award resulting in the ability to host traveling Smithsonian exhibits in Havana.
- In five weeks, 5,500 visitors came to see the exhibit

- volunteers do the remainder of the work. Gwyn Reed is one of the key volunteers.
- Ms. Nell Cunningham (92 years old) is a driving force for funding-raising for the museum. She also does a lot of work for the Library, health services as well as a former schoolteacher.
  - The mission is to collect and preserve history, engage people, educate them, and influence them to continue to keep the community strong.
  - Dean Mitchell, a world-renowned artist, grew up in Quincy and is one of the sponsored artists in the museum.
  - Marketing goals: build relationships; engage people, partner with other museums; getting visitors from out of the county; Putting together a kiosk, which will include other histories, information, and photos submitted by churches and schools, etc.
  - The marketing firm, 78 Madison, has helped them with advertising and marketing plans.
  - The visitor rate in 2018 was 59% higher over the first year, suggesting that the program has a lot of potential.
  - He estimated the visitor spending to be between \$20-\$40 per visit.
  - They accept donations, but do not charge admission.
  - They realize revenue from three or four out of the five grant applications for which they apply.
  - The local impact in tax dollars raised through the proceeds of the museum is approximately \$12,000 annually.

Mr. Piotrowski gave a visual presentation of the museum. He highlighted some of the themed events held since the inception: Havana History Day; Oyster farming; Salute to Veterans; RV Expo –(650 people came thru the museum during the RV Expo);

**Ms. Nell Cunningham:**

I am 92 years old, so we do not ever get to the point that you can say, “no.”

I did not know Bill Piotrowski until I became involved with this. When we went to the first meeting, here were all these kids I had taught in 1952 when they were in the third grade. If I am still active, they are. My mother always said, “The place you live ought to be a better place because you live there.” Well, how can you say, “no,” when you are doing something that impresses people with how much you love that area?

My grandfather Gray (My maiden name was Gray) is on the cornerstone of the courthouse. He was on the first commission board in Gadsden County. My uncle, Charles Gray, was the county school superintendent for 26-27 years. So, you see how involved I am in Gadsden County. After I taught at Havana for a while, I moved to Chattahoochee. My husband was on the staff at Florida State Hospital. We were there for 38 years, and when he retired, he did not want to go back to Texas, so we came back to Havana. We just jumped right in and began working.

My grandparents, my mother’s parents, came to Havana in 1905. Havana was incorporated in 1906. So, I have a lot of history there, which I love. The people who are working so hard for this tobacco museum are just like I am and like Bill is. They love it. They think it is

wonderful and it has a lot of history to preserve. That is what we are trying to do.

We appreciate everything you do to help us to reach our goals.

**4. GENERAL BUSINESS**

**Approval of Minutes**

The Council took no action.

**A Market Event Funding Update and Overview**

**Commissioner Holt:**

Ms. Olivia, I was looking at the financials. Let's look at the numbers and see what we have and what we have spent and all that, if it is OK with you, Madam Chairman. Before we start talking about numbers.

**Ms. Olivia Smith:**

That is the second item on the agenda.

**Commissioner Holt:** (holding up a packet)

Is this it?

**Ms. Smith:**

That is the marketing funding that you all awarded last year. That is first on the agenda. But, the second thing on the agenda, "b" is this agenda item here with an attachment from last year. (She held up a copy to which she was referring.)

**Commissioner Holt:**

I was looking for a number at the top. I am sorry.

**Co-Chair Ford:**

Which one are we looking at now?

Are we looking at "A" or are we looking at the budget review?

**Ms. Smith:**

Commissioner Holt wants to look at the budget review first.

**Commissioner Holt:**

I was saying to look at our budget first to see what we have available. Let's look at the amounts. Let's see what we have available for any group. Just the total amount in that account.

**Ms. Smith:**

The total?

**Commissioner Holt:**

In that account, yeah.

**Ms. Smith:**

That one has – for this fiscal 19/20 year, we don't have anything budgeted yet.

Last year we had \$21,000.

**Commissioner Holt:**

Is there nothing for grants?

**Ms. Smith:**

We haven't done the budget for the upcoming year, from which the grant money they requested will come. FY 19/20.

**Commissioner Holt:**

Right. That is what I am saying. But, let's say we will have three or four groups to come up here, what is the total amount of money left in this budget year that we could consider giving to them? The set amount of money we have on hand for grants right now?

**Ms. Smith:**

Your fund balance right now is \$103,122.

**Commissioner Holt:**

Where is that on here?

**Ms. Smith:**

It is separate. This is what Jeff gave me.

**Commissioner Holt:**

Where is Jeff?

**Ms. Smith:**

He is upstairs.

**Commissioner Holt:**

Call him and tell him to come down here, please. I asked for this a week ago from the budget person.

**Ms. Smith:**

He was out a week ago.

**Commissioner Holt:**

No, I am saying that he is supposed to be here today. The reason I am saying this, is so that when we make decisions, we know exactly what and where all our monies are.

**Ms. Smith:**

So, you want to decide what to do? How much money to give Shade Tobacco today?

**Commissioner Holt:**

I want to know much money we have for events. The total amount as of today, right now. Is there an amount that he gave you other than this?

**Ms. Smith:**

Not specifically for events other than what is already budgeted for the fiscal year, which was \$21,000 that was awarded.

**Commissioner Holt:**

You are saying what we awarded was \$21,000. That was put into an account.

**Jeff Dubree:**

What amount is remaining in that category is what you are getting at, correct?

**Commissioner Holt:**

I am getting there, but I want to know the total amount. What I was asking for when I called last week is – How much did we set aside for this for the year; how much have we used; now, what is left. That is really what we need to know.

**Ms. Smith:**

There was \$21,000 for all of the requests for marketing funds and things like that. There was \$20,000 for a special signature event. There was \$10,000 for (inaudible) sports, but that was not used. It was kept in from the previous year.

Let me call Jeff.

**Commissioner Holt:**

I am saying – just forget the signature event. That is something that we do. I am asking about other groups that come before us.

**Jeff Dubree:**

Commissioner Holt, I had added up everything up on this document, and I came up with \$66,000.

**Commissioner Holt:**

O.k. I am going to see if there is another document.

**Jeff Dubree:**

This is an agenda request, I guess, for people who have applied for funding for this year.

**Commissioner Holt:**

Are you talking about this one?

**Jeff Dubree:**

Yes.

**Commissioner Holt:**

That is the one that starts with Maria's Grant?

**Jeff Dubree:**

It starts off with all the different sponsored events. The Gadsden County Democratic Party, Maria's grant,

**Commissioner Holt:**

O.K. it starts with the Democratic Party. O.K. you are saying – 15 at \$1,000 each; 6,000 for the Art Center, \$6,000 for the museum, then \$5,000 - right? So, that is a total of \$32,000, right? From this sheet.

**Linda Dixon:**

Is that from the TDC funding request applications?

**Commissioner Holt:**

Right. The Funding Request Applications start with the Democratic Party. The total amount on that page is \$32,000. O.K.

**Co-Chair Ford:**

So, How much do we have?

**Commissioner Holt:**

That is what we are trying to find out. How much do we have as of right now? What I am interested in and this is just me – when someone makes a request, and it doesn't whether it is this group or any group, we need to know how much we have before we start discussing what we are going to do. How much is the balance on that day? Then, we can talk about what we want to do. It is more logical for us to say what we want to give.

I started calling last week. I was saying, "Listen, we need the budget person to come."

She just went looking for the budget guy.

If we can have that every time just before the meeting – emailed to us or have it down here, we will know before we get into any discussion exactly what it is. I have not looked at the ones at the bottom. You are right about that. That is \$12,000 for those two and then another \$5,000 for Havana History and Heritage Society.

By the way, are they part of your group? Havana History and Heritage Society?

**Mr. Piotrowski:**

It is one and the same.

**Commissioner Holt:**

So, down at the bottom of this sheet, do you have this?

**Mr. Piotrowski:**

No, Ma'am.

**Commissioner Holt:**

O.K. Let me give it to you. I want everybody to have the same thing. I am sorry.

Right here.

**Mr. Piotrowski:**

Our incorporated name is Havana History and Heritage Society.

**Commissioner Holt:**

I just wanted you to have the same thing that we have so you will know what we are talking about.

**Mr. Piotrowski:**

Well, thank you. That is very encouraging.

**Commissioner Holt:**

When we were adding up figures, that is what we were looking at.

**Jeff Dubree:**

O.K. They are one and the same. I didn't know that.

**Commissioner Holt:**

I didn't know that either. When I was calling Olivia today, I was saying, "Have the budget guy here, and he can tell us." He can give us a chart or a memo or something saying that we have this much money. It may be on this sheet. It probably is on here.

**Jeff Dubree:**

I have a question for David if I may.

**Co-Chair Ford:**

You are recognized.

**Jeff Dubree:**

They were certainly fit into the category similar to the Gadsden Art Center in terms that it works a little different from somebody else. I notice on some of this stuff in the budget that Bill had presented to us are things that are normally we would not be able to pay for.

**Attorney David Weiss:**

Correct. A couple of comments. I don't know what is in the budget for this year. I think

what we are doing right now is trying to determine what we are going to include in the budget for next year, the fiscal year 19/20.

We can find out what is left from this past fiscal year, but moving forward, what our TDC plan says in terms of allocation is that the marketing funds are supposed to be no more than 20% of last year's revenue that was collected.

These funds have typically been included in a separate category because under the Statute (and we don't have this category in our plan, per se) but, in the Statute, you are allowed to use funds – the marketing funds are very limited. There is an additional category that you are allowed to use funds for museums that are publicly owned and operated or owned and operated by a non-profit organization and open to the public. It is a slightly different category. It is not necessarily that you can use the funds for different purposes (it still as to be attracting tourists), but I guess what you are referring to is maybe is the promotion/advertising piece is a little different because you can potentially use it for these types of operations. So, that is the distinction.

**Jeff Dubree:**

I noticed that they had some training documents and actual coloring books and stuff like that. I don't think that we have that, but he showed it in the last slide in his presentation.

**Co-Chair Ford:**

What Statute is that?

**Attorney David Weiss:**

It is 125.0104.

I don't know if that is helpful or not helpful or if that brings up more questions.

**Commissioner Holt:**

Before, I know that we said museums, art centers, and aquariums. I made sure I asked about aquariums since we don't have one. But that comes under what? Marketing or our grants?

**Attorney David Weiss:**

We don't really have that category per se. What we had in our plan, the way that we have it in our funds as they are supposed to be allocated is 40% for general marketing. That has always been our consultant costs as well as all those ad buys and the things that he does. That is the 40%. It is general marketing, not specific to any particular event, but "come to Gadsden County" every day for whatever reason.

Then we have "Event Grant Funds," which are TDC hosted events, are supposed to be 20%. Then we have "Marketing Funds," which those are the grants to the different private parties that ask us for reimbursement grants for the advertising. That is 20%. Then there is 20% for the administrative things, which includes travel and those kinds of things.



That is the way it is broken down in our plan. Now, none of those is necessarily specific to these aquariums, museums that are publicly owned or non-profits that are open to the public. So, you have to decide how and where you want to include those in that 40/20/20.

**Commissioner Holt:**

My question is - does it have to be certified as an Art Center, etc., so when we start pulling money, we will know that we have to follow the statute or whether we have some leave-way from the statute?

**Attorney David Weiss:**

What the statute says is: "Aquariums or museums that are publicly owned and operated or owned and operated by a non-profit organization, but open to the public. " It doesn't elaborate on what kind of certification or recognition is required.

**Commissioner Holt:**

O.K. It does not say that. It just says museums and aquariums. We debated this before. So, if we are going to open it a little bit or not open it, that is the only thing about that.

I just need to know how much are in these categories and from which category we can pull funds. I thought that was what I was going to get today.

**Attorney David Weiss:**

The allocation is 40%; 20%; 20%; 20%

40% is general marketing. You think of that for the consultant, and the media buys that he does. That is historically how it has been. I don't know if Olivia has been using some of that in other ways. I am not sure. She can tell you. It is not necessarily restricted to a consultant if that is something the county is taking on.

**Co-Chair Ford:**

Is there any way we can get what he is reading. Pull it up on the screen.

**Commissioner Holt:**

Pull it up on the screen.

**Attorney David Weiss:**

It is the TDC Plan.

40% - General Marketing (Consultant)

20% - TDC events – Historically the bike race, fishing tournament, etc.

20% - reimbursement grants

20% - administrative stuff, memberships, travel, and those types of things.

**Jeff Dubree:**

The remaining 20% would be salary, etc.

**Attorney David Weiss:**

It could be a portion of the staff's salary and benefits. Then you've got travel to conferences and those kinds of things. Then you've got memberships for a couple different associations.

**Jeff Dubree:**

So, 80% of it is marketing – total.

**Attorney David Weiss:**

Correct.

**Olivia Smith passed out some documents which listed the marketing funding**

**Ms. Smith:**

Do you all have this? (holding up a document)

**All:**

Yes.

**Ms. Smith:**

Turn it over on the backside – do you have the back copy?

**Commissioner Holt:**

No, we don't have that.

**Co-Chair Ford:**

No, there is nothing on the backside.

(Ms. Smith passed out another page with printing on the back)

**Commissioner Holt:**

So, on the back,

**Ms. Smith:**

It begins with 40% - Tourism and Marketing.

Then you have a 20% Event Grant Fund

20% Marketing Fund

20% for administration.

It shows how much is in each category.

**Commissioner Holt:**

The first one, -40%.

Then looking at “Event Grant Funds” – now, which is that? Is that for the different grants or is that for special events that the county does? Which one is that TDC does?

**Ms. Smith:**

The Event Grant Funds, I believe and correct me if I am wrong, Jeff, is for the TDC hosted event like the Crappie Masters. The Bike Race, which I mentioned earlier, is the \$10,000 that we did not use.

**Commissioner Holt:**

O.K. Give me just a second. O.K. So it was the \$25,000?

**Ms. Smith:**

Yes.

**Commissioner Holt:**

Then the Tourism and Marketing is 20%, right?

**Ms. Smith:**

Yes.

**Commissioner Holt:**

There has to be one more there unless I am writing this down wrong.

You have 20% that is Marketing Funds; 40% for Tourism and Marketing; then where I saw the \$25,000 – that was the next one that 20% also, right?

**Ms. Smith:**

Yes, Ma’am.

**Commissioner Holt:**

Then Tourism and Marketing amount – that is the \$103,500?

**Ms. Smith:**

Yes.

**Commissioner Holt:**

Was that 20% also?

**Ms. Smith:**

No.

Commissioner Holt:

If you don’t mind, Madam Chair?

Jeff. Can you come up?

**Jeff Price:**

On the back of this page, you have on the second line there is Tourism and Marketing – 40%

That is the last section here where it says the Art Center and the Music Theater and that type of thing.

**Commissioner Holt:**

Hold on. You are saying that is here, right here where the \$21,000 is?

**Co-Chair Ford:**

That is where you've got Tourism and Marketing is \$120, 002054812 and it says Tourism and Marketing.

**Jeff Price:**

Right.

**Commissioner Holt:**

That is the 40%?

Jeff Price:

Yes.

The events grant is the next section above that. It is the TDC hosted events.

**Commissioner Holt:**

That is \$25,000?

**Jeff Price:**

Right. The marketing funds is above that is the Golden Knights and those type of things.

Then Admin is on the front page.

**Commissioner Holt:**

Which number would that be for? The \$17,675?

**Jeff Price:**

Yes.

That is a total of \$31,000.

**Commissioner Holt:**

That is the 20% - the \$31,000?

I am just trying to get our focus here.

Thank you, Jeff.

Now I want to ask the attorney, Ms. Carolyn.

**Co-Chair Ford:**  
Go ahead.

**Commissioner Holt:**  
Now, we are talking about these accounts. Now, you are saying that for museums and aquariums, you can pull out of any of those categories?

**Attorney Weiss:**  
I think so. I don't think you had a specific category in your plan, so, yes, I think you've got to take it from somewhere.

**Commissioner Holt:**  
When we do the plan again, would it be better to do a set-aside for those two and we won't have this problem again?

**Attorney Weiss:**  
I think so. I think having a separate category for museums and aquariums would be a good idea. And, to have an allocation just like we do here for these. However you want to handle that, but, yes. I think that will be better.

**Commissioner Holt:**  
That is why I asked, "What qualifies?" We have been doing that for the Art Center, but we didn't have a category for them. So, without a category, what are we using for the standard to make sure that they conform to the Statute? By having another category, it will just roll without having to debate it at all.

**Attorney Weiss:**  
If I can interject real quick, historically, we have always had a budget surplus until recently. We have been winding that down. Historically, they are not really strict, but they are based on this. There is also a statement that says if we have any funds from prior fiscal years, you may use it for whatever purposes you want to use under the plan and under the Statute. That is where we have used that statement. From my understanding from last year, I think we have reached a point where that surplus has been dwindling a lot. You may want to think a little more about budgeting for that purpose.

**Co-Chair Ford:**  
What you are saying is \$130,000 represents the 40%.

**Jeff Dubree:**  
Yeah. He said that was the 40%, which is \$53,396 and we have budgeted \$103,000. So, you can see we are grossly out of balance. We are going to run out money in that area the way we have it categorized.

**Co-Chair Ford:**

So, we need to readjust that.

**Jeff Dubree:**

It looks that way.

**Co-Chair Ford:**

What you are saying is that you are going to take out the museums and set that aside to decide on what category we are going to put it under?

**Commissioner Holt:**

Right and decide on what qualifies for it. That way, we will make sure that we are doing what we need to do. If I have an event, I may not qualify. But, I may say that is what I want. You are saying that Marketing here at \$53,396 for Tourism and Marketing – that is of the \$103,500? Is that what is left?

**Attorney Weiss:**

The way that I am reading this and Jeff can correct me if I am wrong. The \$133, 00, which is the prior full FY 2017 Revenue, the \$133,491. That is the revenue from 2017. According to the plan, you are allocating the \$133,491 by the 40-20-20-20. That is why you have this breakout of these numbers.

If you were just going to spend what you project to be your actual revenue during FY 2018, (based on the prior year projection), this is what you would spend in order to spend all of your \$133,000. If you wanted to be straight in-line with the allocation as defined in your plan.

The- \$169,000 is what you had to “potentially” spend if you wanted to spend it all. That is where that catchall in your plan that says if you have leftover money from a prior year, you can use it. Presumably, this is going to replenish by approximately by \$133,000.

**Commissioner Holt:**

What was the carry-over from 2017? \$133,491? Right?

Jeff?

**Attorney Weiss:**

The carry-over was the \$169.000. Let Jeff speak to this.

We have gotten off the agenda. I guess what we are doing right now is Item 4d. Just making sure for record purposes that we try to take the agenda items as written.

I guess we don't have minutes we are trying to approve. Some of this stuff sort of runs together.

**Co-Chair Ford:**

We need to know exactly how much money we are going to have left so we will know how

much we are going to have to spend. We have already allocated so much, and I heard someone say that there is \$10,000 that we are not going to use. So, what was left from last year?

**Olivia Smith:**

What are we trying to spend today? Is it for the position, the consultant? Or are we talking about what we can bring for our upcoming budget meetings?

**Commissioner Holt:**

What I would like to know right now is, "What do we have?" Not necessarily what we spent. If we look at the 40% category, what do we have today in that category? The amount of money that is left. We should be able to know what we have left in each of those categories. The 40%; 20%; 20%; 20%. Then the rest we can hash out later.

**Jeff Price:**

I don't have those figures. I wasn't prepared for this meeting for that. Let me go back to what you were asking about, which is the \$133,000. That was the revenue that was generated for fiscal year 2017. That is just the revenue.

**Commissioner Holt:**

What carried over from 2017?

**Jeff Price:**

\$169,000 was the fund balance at the end of 2017.

**Commissioner Holt:**

\$169,000 was the carryover.

**Jeff Price:**

Now, then in 2018, the fund balance went down to \$103,122. That is what got carried over. We spent \$66,000 more than we brought in.

**Co-Chair Ford:**

Jeff, I know you understand that we are talking about fund balances, but what about cash. How much cash?

**Jeff Price:**

That is cash. \$103,122 is how much cash you had at the end of September 2018.

**Co-Chair Ford:**

Then, how much have we spent this year?

**Jeff Price: (Position 1:02:50)**

Year to date, we have spent \$82,000, and we have brought in \$116,000. So, that is good. This is in the fiscal year 2019.

**Commissioner Holt:**

So we should have \$137,500.

**Jeff Price:**

Right.

**Commissioner Holt:**

You take out the \$82,000 from the \$103,000 and you get \$21,500. We added \$116,000 and we get \$137,500. That is what we have today.

**Jeff Price:**

Right.

**Commissioner Holt:**

I have been about to have a heart attack up here trying to figure this out.

**Co-Chair Ford:**

Say that again. How much do we have?

**Commissioner Holt:**

He says that we had \$103,500 for 2018 – that is the carry-over, right?

**Price:**

Right.

**Commissioner Holt:**

We have spent so far this year, \$82,000. That leaves \$21,500. Then we brought in \$116,000. Now we have \$137,500.

We are talking, and it makes sense, but we have to know this, ladies and gentlemen before the meeting starts. Whoever comes before us, we will know exactly what we have in each category and what we can spend it on.

**Co-Chair Ford:**

So we have now \$137,500 available. This year ends when?

**Olivia Smith:**

September 30.

**Co-Chair Ford:**

So, we have money that we can spend up until September 30 - \$137,500.

**Commissioner Holt:**

My other question is this. Now that was in Tourism and marketing. Right? Because that is where the \$103,500 is.



**Jeff Price:**

That is everything.

**Commissioner Holt:**

That is everything. So, now do we take out 40% for this category and 20% over there and so on? All of that is not lumped together.

**Jeff Price:**

At the end of the year, we will have the final numbers.

You are restricted in the amount you can spend in each category of the new revenue, not the fund balance. The 40/20/20/20 applies to the new revenues.

**Commissioner Holt:**

I understand that. But, for today, if someone comes and wants some event grant funds, if we are supposed to be looking at just that 20% allocation, then we need to know how much is available in that account in the \$137,500.

**Jeff Price:**

We would have to look at the revenue. The \$137,500 is everything included. The revenue is the piece, which is \$116,000 so far this year. That is the amount that must be split between the 40; 20; 20; 20.

**Commissioner Holt:**

So, the \$116,000 is because it came in this year, right?

**Jeff Price:**

Right.

**Co-Chair Ford:**

I want to ask you a question.

**Jeff Price:**

Sure.

**Co-Chair Ford:**

I guess I am used to looking at spreadsheets. Based on percentages, if we started with marketing funds or whatever for 40%, it should show how much is in that category. As we move through the year, the 20% comes out, and that pushes over. Every month we should know exactly what we spent out of each of those four categories until we get to the end of the year. If we only spend 98% of it, then we will have 2% left. Can we get that in a spreadsheet that demonstrates how much we have in each of the categories? If we spend it all from the marketing category, one of the other categories may come up short.

20% is what we have set aside for administrative purposes. They may spend 25%. We don't really know if we don't have that spreadsheet to look at each month.

**Jeff Price:**

I can get that, sure. I will have it for your next meeting.

**Co-Chair Ford:**

I am elementary, but that is the way that I can understand things.

**Jeff Price:**

I understand.

**Commissioner Holt:**

Let me say this. Mrs. Ford, may I please?

We have to do our housecleaning.

Of the 40% of the \$116,000 will be \$46,400. In the other three categories, you will have \$23,200 in each one of those. That is 20% for each one of those based on the \$116,000. So, marketing, we have \$46,400. For Event Grants, we have \$23,200. Marketing funds will be \$23,200. Administration will be \$23,200 of the \$116,000. Now, I realize that we can carry over and use some of that money for some of these categories.

Now, we are starting to get there. That is what we need for our meetings. The next time we meet, we will look like we are really smart. We may not be, but we are going to look like it.

Now, we just need to know if we are going to pull from one of those categories, we need to know what is left in each one; if we want to approve it at that level; or whether we want to approve it at all. We need to know.

Now, is the \$5,000 at the bottom of this sheet what they are requesting for this year?

**Ms. Smith:**

That is last year's funding. That is the money that you all awarded them last year. The requested amount and the amount that was awarded.

**Commissioner Holt:**

So this right here is for when – it is already gone, so this is September of 2018.

**Co-Chair Ford:**

That is the \$32,000, right?

**Commissioner Holt:**

Yes, \$32,000. That is already gone. That is everything for last year.

**Co-Chair Ford:**

What did we budget last year?

We are supposed to start our budget for 2020 this summer. I am asking what did we

budget in this fiscal year. I know we have \$32,000 for the Event Grants and I know we have already spent that.

**Ms. Smith:**

That is the first item on the agenda. The reason I brought that to you all was to make you aware that we have only received a certain number of requests for reimbursement. That is what the spreadsheet is – to show the difference between last year and what we have this year.

**Jeff Dubree:**

This document right here?

**Ms. Smith:**

Yes.

**Commissioner Holt:**

What requests have we received for this year?

**Ms. Smith:**

We have only received three requests for this year for reimbursement. (Quincy CRA, Golden Knights (this is their 3<sup>rd</sup> or 4<sup>th</sup> year) and the other one was the (inaudible) Foundation in Chattahoochee.

**Co-Chair Ford:**

Have we closed the application process yet?

**Ms. Smith:**

The end date has passed; however I requested direction from you all as one of the items on our agenda for today. Would you like to keep that open? I have not turned anyone away.

**Co-Chair Ford:**

Because of the after-effects of Hurricane Michael, I think we should keep it open. Three is just not enough.

What do you all think board members?

**Commissioner Holt:**

Which one of these categories have we not withdrawn as much money from, so we can look at taking care of this item or come to a resolution on this item?

**Co-Chair Ford:**

You have left me already.

**Commissioner Holt:**

I am just looking at the numbers, folks.

**Jeff Dubree:**

Are you looking to come up with a number specifically for the Shade Tobacco Museum right now? Is that what you are looking at?

**Commissioner Holt:**

No, what I was saying is that if we have a category from which we have not spent all the funds, we will know what that is.

**Co-Chair Ford:**

He is going to bring that back to us in all the categories next month.

**Commissioner Holt:**

So we will just look at this for now and bring it back for a vote later. O.K. I appreciate it.

**Co-Chair Ford:**

I think that we have clarified everything and now everybody is totally confused.

Anyway, let's move on.

We did the marketing event funding update.

**Ms. Smith:**

I think you all just gave me the answer to that agenda item.

**Co-Chair Ford:**

And we also reviewed the budget.

So, let's move on to a discussion of Project Management for the Special Signature Event.

**Ms. Smith:**

You all requested that this item come back again to talk about the need for a project management firm. The reason why I wanted to talk about the budget is so that we could properly budget for this type of service in the fiscal year 2020. We did not do that this budget season. If you all would like to have a firm to do those types of services for us for special events and promotions, it is my recommendation that we look at doing it in FY 2019.

As you remember, I received some proposals without soliciting them or advertising for those services. We will have to follow the county's procurement policy, but in the request for proposals, I would request more information than we received in the unsolicited proposals.

**Co-Chair Ford:**

Didn't we advertise for this?

**Ms. Smith:**

No.

**Co-Chair Ford:**

I think to be fair; we would have to advertise.

**Ms. Smith:**

Those were given to me. This is the third time these proposals have been before you, and each time I explained to you that I received them without soliciting them. I also stated that I felt like we should amend the budget to include that service before we spend that amount of money and then advertise for it. As of now, we have not included such expenditure in the budget. Because the projected cost is so high, we would have to follow the procurement policy and advertise for proposals after the budget was in place for it.

**Co-Chair Ford:**

So, if we carry this over to 2020, like do a special project in October that would come out of the next year's budget, won't it? The 2020 Budget.

**Ms. Smith:**

Yes. Also, remember too that we have to select a marketing firm. That is something to keep in mind as well. We can certainly do it that way.

**Commissioner Holt:**

If we do it that way, then we are not looking at having an event for the fall. If we are going to wait to do this in the fall. (Budget and RFQ)

**Ms. Smith:**

If we put an amount of money in the budget for a special event, we must also include the cost of the special consultant to manage that event in the budget as well.

**Commissioner Holt:**

I understand that. I want to make sure that we know that we are not going to have an event in the fall if we don't finalize this for the fall. That is all I am saying.

We will be looking at later in the winter because it takes at least a couple of months to market a good product.

**Ms. Smith:**

So, do you want me to advertise for this so that we can get someone on board and then have an event by the fall?

**Commissioner Holt:**

What I am saying right now is let's discuss it. If we are looking at doing this, we just found out about these categories and whether we would get money or not getting money. We are doing the budget, and the budget starts now. When does the budget start for this? Where are we in the budget?

**Ms. Smith:**

That is my question to you all? Do you want to start at the next meeting, which is July? That is what I recommend, but I need feedback from you all today. The next time we come back in July for budget discussion. That is the purpose of this agenda item. (to get feedback)

**Commissioner Holt:**

So, even if we can get someone, we still must have money with which to market the county.

**Ms. Smith:**

Right.

**Commissioner Holt:**

That is what we are going to have to look at in the budget unless we can pull it from one of these other categories. That is the point I am trying to make. If we are going to get someone, we have to a source from which we can pull those funds for them to do their job. It doesn't mean that you have to accept this amount or that amount to advertise for, but we have to look at these categories, and since the attorney is here and the Clerk person is here, we can look at one or two of these other categories of where we are going to pull this money from. I have to be very honest with you. I have good ideas, but I am not good at following it up. I am just not. That is just not me. The person who plans these events must have more expertise than I do.

**Co-Chair Ford:**

We need to find out first how much money we have in these categories. We are talking about a timeline here, which is 2019. Do we want to hire somebody and pull from the funds in the fall, which is going to be in the next budget? We can do that.

**Ms. Smith:**

That is the staff recommendation and that we properly budget for it in FY 2019/2020. For example, we hired 78 Madison for \$30,000, and we give them \$60,000 to spend. If we hire someone at whatever amount and I will say \$20,000 and give them an amount to spend. If they want to bring in an artist, how are they going to pay for the artist? What money are we going to give them to put on the event? That is why I recommended that we look at next year's budget because we are past that point in this year's budget.

Or, we can do something like Crappie Tournament on a case-by-case basis. They come to us with something already packaged. How will it promote the county? How much will it cost us? Then we say "yea" or "nay" to that.

**Ford:**

We can't say "yea" until we set the budget.

**Ms. Smith:**

Yes, ma'am, and that is what we will do. That is what I needed from you all today. An example is what you all changed year with my agenda item.

**Dubree:**

It would seem to me to do something on a case-by-case basis because we don't know specifically what we want to do. We could at least have it narrowed down to a few ideas and then add a certain dollar amount that we are willing to spend. We are only bringing in \$133,000 a year. I don't see how we can afford a marketing firm to whom we pay \$30,000 and then give them \$60,000 and also hire a separate firm to put on a \$30,000 event. It would seem to me though, that we would have to have a specific event in mind, a budget, and then maybe advertise it and see what we come up with in terms of ideas and what we can get for that value. But to advertise when we don't even know what we want yet. At least I don't know yet. I am in the dark. Maybe the rest of you know you want to go with it. But I am not sure how you would advertise something that you are not sure you know what you are going to do with yet.

**Co-Chair Ford:**

If we put on a cultural event for the county and describe the marketing criteria that we have (interrupted by phone ringing)

**Dubree:**

Your phone ring sounded kind of cultural. (laughter)

**Co-Chair Ford:**

If we get folks who know what our criteria are to pull a cultural event together for this county, we want it to be something unique to Gadsden County. (interrupted again by phone ringing) But people who, especially if it is somebody who knows something about this county, cause I can't think of anybody that would want to do a cultural event in this county that knows nothing about it. But they come up with ideas that they can do, and we will select from those ideas. What is wrong with that?

**Dubree:**

No, that is exactly what I am getting at, but I didn't know we had it specifically narrowed down to a cultural event. But if we do, then

**Ms. Smith:**

It is up to you all as to how you want to do that.

**Co-Chair Ford:**

That is something that we need to decide. What else? We have a tourism board and the whole idea is to provide events to bring folks in. So, it narrows itself down to historical, heritage and culture. What else can we think of that is not in those categories? Culture can take in heritage and history or anything. That could be entertainment, that could be an evening event, it could be gospel music or whatever, but all of that comes under cultural.

**Ms. Smith:**

Just as a reminder, we talked about it at the last meeting, was that is something that we could put into the RFQ for the marketing service firm. They would be responsible for going

and looking for those types of events and bringing them to you all. That would be something that would be part of their contract. Right now, we do have some (inaudible) for 78 Madison, but I looked at other RFQs from other counties and they can put anything they want in them. That is one of the things that you all said that you wanted. A marketing firm that will look for those events, not necessarily execute them, but the thing that you are talking about – that is what we would use them for.

You told me that and I did that.

**Commissioner Holt:**

That is totally correct. What I am looking at is this and I am sure that I am backing into this wrong, you are probably going to tell me this, but I am looking for the money side coming in. When a marketing firm comes in, the first thing they are going to say is, "How much money do I have to work with?" So, can we pull money from these departments or other accounts in order to give them some money to work with? That is in either budget, this year or next budget.

**Ms. Smith:**

In the next budget, we will have that for you in the next budget. That is what you just told Jeff, right? That is what we just talked about.

**Commissioner Holt:**

We talked about this stuff for the aquariums and museums. That is what we talked about him bringing back.

If we hired a person right now, which one of these areas would it, come out of – if we did it now instead of next year?

**Ms. Smith:**

I don't know. I don't recommend that.

**Commissioner Holt:**

It has to be out of these categories, right?

**Ms. Smith:**

I would have to ask Jeff.

**Commissioner Holt:**

Where is 78 Madison coming from?

**Dubree:**

It would come out of events, wouldn't it, if it was for an event?

**Commissioner Holt:**

Where is 78 Madison coming from?



**Ms. Smith:**

They are paid out of marketing funds.

**Commissioner Holt:**

Out of the \$103,500? They are being paid from there? So, then, more than likely, the other one would be paid from the same category if we chose one for next year. Right? So if we did want to hire one, it would come out of that same category. Then, would they be able to use any funds out of the other three? Which ones would they be able to pull some funds from for them?

**Dubree:**

I would seem to me that if we were to hire a firm to put on an event or search out events, it would come out of the two event funds. The Signature Event funds and also the general marketing or the event fund like we pay Quincy Main Street Quincycfest from. So the 226698 categories, one is \$21,000 and one is \$25,000.

**Commissioner Holt:**

Yeah. It should come out of one of those event funds.

**Dubree:**

It could encompass both of those, I guess.

**Commissioner Holt:**

If we did it out of those two right now, looking at the \$21,000 and the \$25,000 –

**Dubree:**

But we are still way out of whack with the other 40% category because we have budgeted to spend \$103,000, but we are only going to be bringing in \$54,000. At some point in time, we are going to run out of our surplus - in probably just a couple of years. That is what it looks like.

**Commissioner Holt:**

This is going to take a little bit more time.

I don't have any problems with us getting someone to do one special event here. I don't have a problem with it. We need one good large signature event. We have got to be known for something. We have to go out to those approximately 80,000 people that are going to events right next door in Leon County. If we don't go after them, we aren't going to make any money anyway.

**Co-Chair Ford:**

Brenda, I think we have decided to do that. I think what is happening now is the process.

Olivia, what did you suggest?

**Ms. Smith:**

To have our marketing firms find or bring to you all a packet of examples and then we would hire someone to carry those things out. Not necessarily give the money to our marketing firm. They already get \$90,000.

But whoever we hire to put on - for example, if 78 Madison found Crappie, we didn't pay 78 Madison \$15,000. We paid Crappie \$15,000.

**Commissioner Holt:**

But, you are already paying 78 Madison. So, the marketing firm is already getting paid.

**Ms. Smith:**

But they are not putting the event on.

**Commissioner Holt:**

I know they didn't, but what I am saying is that the reason they were able to find them is because they were already getting paid. They didn't get any extra.

Are you saying to let 78 Madison do it?

**Ms. Smith:**

No, ma'am.

I am saying if we want to have a special event, a signature event in this county, then we want someone to go after that event. Either they come to us, or we find these types of events and these types of promotional companies that do this. That could be the responsibility of our marketing firm and written into their contract just as an additional responsibility.

**Co-Chair Ford:**

Because you are already paying them.

**Commissioner Holt:**

I understand that. I don't have any problem with that. What I am saying though is that means that we are waiting for them to come to us or we look for them, which is where we are right now. We are not doing either one. We are not finding anyone. The only thing we ever have is a fishing tournament and a bike race. Now, the bike race died down. As I said, I am not good at this. I can't tell you what events I am looking to bring in. We need someone who has history with doing something like that.

**Linda Dixon:**

You said something just then that I am trying to understand. What you said in your speech sounds like to me that the board that you have now - the people to bring in events- is not doing their job?

**Commissioner Holt:**

They are not bringing events.

**Linda Dixon:**

Alright, so why are y'all still paying them?

**Jeff Dubree:**

That is not their responsibility.

**Commissioner Holt:**

That is why we are trying to find someone that can bring us a signature event.

**Linda Dixon:**

So, that is not something they would normally do.

**Co-Chair Ford:**

Their contract is coming up, and this may be something that we may want to put in their contract. Isn't that correct?

**Ms. Smith:**

Yes, that is what you all told me to put in it, and I did.

**Co-Chair Ford:**

I questioned whether or not – since they are not from this county – whether they know enough about this county to bring in a signature event for the folks here. Now, that is just my opinion.

**Cathy Johnson:**

They are only going to come up with the event. They have somebody else that will do the advertising.

**Co-Chair Ford:**

I know it but just think. They got have to come up with the ideas. If you don't know anything about this county, how are you going to come up with ideas? We are just going to be back where we started.

**Linda Dixon:**

Well, it looks like they need to start meeting with the person that you have to coordinate the events.

**Cathy Johnson:**

We don't have that person yet.

**Linda Dixon:**

Yes, but, I am saying that is what they would have to do.

**Co-Chair Ford:**

That will be next year sometime.

**Nell Cunningham:** 1:30:44

May I ask a question?

**Co-Chair Ford:**

Of course.

**Nell Cunningham:**

Is it alright if we leave?

**Dubree:**

I was going to ask the same question.

**Co-Chair Ford:**

I am sorry. I am so sorry you have to listen to the way we work. We are all volunteers. We are just kidding. Of course, you may leave.

**Nell Cunningham:**

We have permission to leave, is that right?

And it isn't going to hurt our chances of getting funding?

**Co-Chair Ford:**

That is right.

**Nell Cunningham:**

O.K. follow me and take me home. I don't drive out of town.

Let me tell you, I have served on all these committees through the years and I appreciate more than anybody your commitment and your service and your time. Don't ever think that I don't appreciate it. I know it is an extra burden.

**Co-Chair Ford:**

Thank you. And you have done a good job.

**Commissioner Holt:**

As I have said before, I have no problem with hiring someone to take care of signature events. I don't care about 78 Madison – they do the internet thing, and they do the total business thing. I am talking about right here on the ground – to have someone that we pay to do this. If you don't pay someone, you don't get anything. 78 Madison is not going to promote and cover us for free. They are charging us.

We can't get someone to go through this thing and "How do we really go after people and get them in here?" You just have to pay people.

**Dubree: 1:33:04**

A signature event still has to come from the grassroots. It has to come from people that

are inspired to volunteer. Like they are putting together their Shade Tobacco Museum. It took a lot of people that just wanted to get involved and put it together. They didn't just hire somebody that put it together.

**Commissioner Holt:**

I don't have a problem with doing that, but I don't mind hiring people. I don't think you could get people to do this. We agreed to do this, and it is hard for us to get here sometimes.

We are volunteering. But when your name out there in marketing, it had better be something that happens. If not, we call them to that podium and hold them responsible.

One of the things I wrote down here on the agenda to come up a little bit later on is that we don't have welcomers to our events. We don't have people to welcome folks.

I just came from Orlando last week. Same thing. Those TDC people were right there everywhere you wanted to go. If you wanted to go to Disney, they had tables set up in the hotels. TDC was right there. I don't know they handled it, Mr. Attorney, but they don't work for the government, so –

What I am saying is we don't have that. There is something about us that is lacking. I think we need someone that says, "We need to get this group. This is what they charge. This is what they do. Do we do this much in-kind? We need somebody to work that situation. We don't have enough time for it.

**Co-Chair Ford:**

What you are saying, Commissioner Holt, is that Ms. Olivia will cement proposals that will also include folks that are going to do an event, but also come up with the ideas for the event. The only thing we will have to do is approve whatever idea they bring to us.

**Commissioner Holt:**

You can have your own ideas, too. But, they come with something instead of waiting for me and you and someone else. They have done this before, and they know how to do it. If I had to go and talk to someone and they told me \$10,000, I would be like "Really?" I probably wouldn't want to spend \$10,000. That is why the numbers must match.

We can advertise all we want to if we have the money. I am hoping that we can have those numbers every time we meet, so we will know if we are down by \$50,000 or if we are up by \$20,000. We need to know. That is my opinion. I don't think I am going to come up here and get out of bed early. I am getting used to sleeping late, and I don't think I am going to come up here to figure out whether this band is better than that band.

**Co-Chair Ford:**

I think that we have discussed this enough. Let's put on the floor a motion so that Olivia can move forward.

**Commissioner Holt:**

Ms. Ford, may I?

**Co-Chair Ford:**  
Go ahead.

**Commissioner Holt:**  
I am saying this, and I don't know the right thing to put on there yet, but I will say this. Until we have numbers, we don't have anything to approve.

**Co-Chair Ford:**  
Well, let's pass it on to the next meeting. I think it is important that we do commit ourselves to get a special event off the ground.

**Commissioner Holt:**  
May I ask one question? I always ask more than one anyway, but Mr. Finance man, are we going to have everything at the next meeting? How much we have in each one of these categories?

**Jeff Price:**  
Yes, I will make sure we have it.

**Commissioner Holt:**  
O.K. Thank you.

Mr. Attorney, will we have information that will tell us as to where we can pull money from in order to fund this item and if possible along with some legal data saying, "yes," "no," or "maybe."

**Attorney Weiss:**  
Yes, Ma'am. I am happy to look at all of this and see where it fits. I think what needs to come to the Council next meeting is a proposed budget that you can look at that is tangible that includes information regarding last year's budget and how much money was spent. I think that is what you are saying. Then we can talk about all of these things – whether the budget is going to include funds for a marketing consultant and whether that is separate and apart from the event coordinator or together. At this point, it could be just a lump or pool of money that you are either going to spend on one or the other or both. Just, however, it works.

To me, that is what makes sense. To have the numbers in front of you at the next meeting that you all can actually take a vote. To do that, we also have to have the marketing funds application. I think that is going to have to close so that we have that in front of you as well in terms of ya'll looking at those and approving or not approving, whatever the amounts are.

**Ms. Smith:**  
That is why I wanted them to take a look at that because if we keep it open. I will need to

have it to get it to you all so that we can calculate it into the budget. Right now, we only have a small number of applications.

**Commissioner Holt:**

I think we need to settle this one way or another. This is the third or fourth time that we have talked about this. We need to settle it one way or the other. Just this – it is on the agenda. If it is on the agenda or for the next immediate meeting agenda. If it is something that you are going to bring forth, we can approve it to be advertised. If we vote for it to be advertised, it goes on the agenda. If we vote for it not to be advertised, it doesn't go on the agenda. Can we have everything at that next meeting?

**Co-Chair Ford:**

Plus I would like for him to bring in the Statutes. If you keep reading them to us, I understand, but most folks would take issue with that because you assume that we can't read. I would like for the Statutes – what you are quoting from – so we can read along with whatever budgeting categories that we have. I would appreciate that.

The other thing is as Olivia was saying is that we need to go on and vote on this today. We should open up the applications.

**Ms. Smith:**

I don't – Do they need to vote on that? Not open up the applications, but I am letting you know how many we have.

**Co-Chair Ford:**

Extend that.

**Ms. Smith:**

If you would like to do that, I need a timeframe for that. I have to work on the budget.

**Attorney Weiss: 1:40:29**

I will real quickly interject. Our ordinance says that the TDC submits a budget to the BOCC before July. So, that is something that we need to do.

**Co-Chair Ford:**

Before July? Well, we need to change that. I thought we had until September.

**Attorney Weiss:**

Now, I know that last year we were a little late on that. It is a process, but I think we need to have a proposed budget in front of you at the next meeting so you all can consider it and make whatever changes so that it can be submitted to the BOCC. I think the point with that is that if the application deadline is going to be extended some, it should not be extended for long because there needs to be enough time for all that information to get into the budget.

**Co-Chair Ford:**

“Before” July or “in” July?

**Attorney Weiss:**

Prior to July is what the ordinance says.

**Commissioner Holt:**

May I, Madam Chairman?

**Dubree:**

Is that is our documentation like in our strategic plan?

**Attorney Weiss:**

It is in the county ordinance.

Yeah.

**Commissioner Holt:**

That is a rough one.

**Co-Chair Ford:**

(Inaudible) I was thinking we could have an event in September.

**Linda Dixon:**

Did I hear you say that you wanted an event in September of this year?

**Co-Chair Ford:**

It will probably be the end of this year. That is our issue

Go ahead, Brenda.

**Commissioner Holt:**

We need to get one of these out of the way, and we will be good.

If we decide at the next meeting to have a special event coordinator or whatever we are going to call it, we will have the numbers ready; the attorney is going to have the legal information and all that stuff in there.

Ms. Olivia, on the part of – if we decide to do that – are we going to have everything ready to go?

**Ms. Smith:**

Yes, ma’am.

**Commissioner Holt:**

O.k. That is what I wanted to know about that.

If we are going to try to be close to that deadline in July, are we going to have to step our meeting up a little bit faster or how are we going to handle this? It is an ordinance, so that means that we are supposed to try and follow it.



**Co-Chair Ford:**

We are trying to finish up. He suggested that we have everything lined up and just make those directions so we can approve it at the next meeting.

**Attorney Weiss:**

I think it will take a little bit of time to get all of it. Especially if you want to have the application deadline extended for even a short period of time, it is going to be late.

**Ms. Smith:**

It doesn't have to be long.

**Attorney Weiss:**

Right. Just make sure that you have everything, but even still, I think it is going to take some time to build the budget and work all this stuff out. I will leave it to you guys.

**Co-Chair Ford:**

When is our next meeting in July?

**Ms. Smith:**

The next one is the  
15<sup>th</sup>.

**Commissioner Holt:**

I won't be here. I am not even going to be in Florida.

The budget is not going to change that much as far as the categories and the funding. Our plan sets the percentage of the projected revenue for each category, right? So, that is not much to do.

The only thing that we have to do is to look at the special events person and decide if we are going to put money into another category for the Museums and the Aquarium unless you guys have another one.

**Co-Chair Ford:**

What about the eighth?

**Commissioner Holt:**

It is going to have to be fast because I am leaving on the 10<sup>th</sup> or 11<sup>th</sup>. The eighth is a Monday.

**Attorney Weiss:**

I won't be here.

**Commissioner Holt:**

Will y'all have anything ready by the end of this month, Jeff?

**Ms. Smith:**

That is next week.

**Commissioner Holt:**

We can't do the end of July because it is supposed to be finished by July 1<sup>st</sup>.

**Attorney Weiss:**

I think that the purpose of that is to get enough time for the BOCC to get it into their budget.

**Commissioner Holt:**

Yes, we need it. Then there is another problem. (inaudible)

If we didn't have that, I have no problem with meeting early if we can have the general numbers.

**Dubree:**

Will we have to advertise our meeting?

**Attorney Weiss:**

Yes. It would have to be advertised in some way. Typically, it is advertised in the papers. Being that it is a budget meeting, I would be inclined to want it advertised in the papers.

**Commissioner Holt:**

Do you want to meet next week? The advertisement will have to be in by Friday. But, will we have the numbers by then, Jeff?

**Jeff Price:**

No.

**Commissioner Holt:**

Because I am working on the BOCC budget.

(laughter)

And that is a monster.

**Co-Chair Ford:**

What about July 22?

**Commissioner Holt:**

What about the 22<sup>nd</sup>, Jeff?

When do we meet on the budget for the BOCC?

**Jeff Price:**

On the 20<sup>th</sup>.

**Commissioner Holt:**

We meet next Thursday here, right?

**Jeff Price:**

This coming Thursday.

**Co-Chair Ford:**

July 22 – Brenda, I know you will be back.  
What about you, Jeff?

**Dubree:**

I am fine with the 22<sup>nd</sup>.

**Commissioner Holt:**

Jeff, you can't do the first of July?

**Attorney Weiss:**

I am out on the first of July, too.

**Linda Dixon:**

Can you meet the following week?

**Commissioner Holt:**

The 8<sup>th</sup>.

**Co-Chair Ford:**

She is out of town on the 8<sup>th</sup>.

**Commissioner Holt:**

No, I won't be out of town on the 8<sup>th</sup>. But, we better hurry up and do it that day.

**Co-Chair Ford:**

What about the 8<sup>th</sup>.

**Attorney Weiss:**

I will be out of town.

**Dubree:**

That would not be good for me – the 8<sup>th</sup>.

**Commissioner Holt:**

What about the 9<sup>th</sup>.

Mr. Attorney, will you be back?

**Attorney Weiss:**

I will actually be back on the 9<sup>th</sup>.

**Commissioner Holt:**

Will you be coming back or will you be really back?

**Attorney Weiss:**

I will really be back.

**Commissioner Holt:**

Well, the 9<sup>th</sup> or the 16<sup>th</sup>. I leave on the 10<sup>th</sup> and won't get back. What about the 18<sup>th</sup>.

**Cathy Johnson:**

I will be gone from the 12<sup>th</sup> through the 19<sup>th</sup>. I can meet on the 22<sup>nd</sup>.

**Commissioner Holt:**

The summer schedule is something.

**Co-Chair Ford:**

O.K., Folks, we will just do it on the 22<sup>nd</sup> then.

**Commissioner Holt:**

22<sup>nd</sup> of July. We can't do it on the 24<sup>th</sup> of this month.

**Attorney Weiss:**

Not enough time to advertise.

**Commissioner Holt:**

Does it have to be advertised? But, you wouldn't have the numbers by then.

**Jeff Price:**

I will have the numbers by then. We would have to advertise in the Democrat.

**Commissioner Holt:**

You can advertise it in the Gadsden County Times as long as you get it to them by Friday.

**Attorney Weiss:**

Well, it wouldn't be if you got it in there by Friday, but if you got it in there by the 21<sup>st</sup>.

**Commissioner Holt:**

What is wrong with putting it in the Democrat?

**Attorney Weiss:**

You can, but we normally have our meetings advertised in the paper. If we feel like this is a special meeting that warrants it.

**Co-Chair Ford:**

What day are we talking about now?

**Commissioner Holt:**

We are talking about the 24<sup>th</sup> of this month if the numbers are ready and we can advertise it in the Democrat. That is pushing the attorney.

**Attorney Weiss:**

I can be ready for the 24<sup>th</sup>. I am hesitant to have a meeting that quickly, but if there is legitimate urgency, I guess we can.

**Commissioner Holt:**

I am just trying to meet the deadline. That is urgent to me.

**Attorney Weiss:**

As long as we are going to have at least five members here and as long as everybody feels like we have time to get everything together. That does only leave a week to get all these numbers done.

**Commissioner Holt:**

If we run into any problems, we will know by the 24<sup>th</sup>.

**Attorney Weiss:**

I tend to think that for the budget, you all may want to have it a little in advance so that you look at it. I am o.k. to meet that day, but I would defer to Jeff and Olivia in terms of whether there is time to get you a draft budget to review before that meeting. I think it would mean that we could not extend the deadline for the applications. They would have to begin working immediately to get everything done so they can get it to you.

**Commissioner Holt:**

O.K. we do need the numbers. If it works, it works. If it doesn't work – everyone has cell phones. Do you have all our cell phone numbers? You can text us.

**Ms. Smith:**

I can.

**Commissioner Holt:**

Just text everybody and let us know if it is a go.

**Jeff Dubree:**

Are we allowed to do it through text?

**Attorney Weiss:**

She can send a group text, but you guys cannot reply to that. I would rather not do a group text. That is just too easy for somebody hit "reply to" by accident. Then you will have a Sunshine Law violation.

**Commissioner Holt:**

If they call us and say, "You can come to the meeting," is it a Sunshine Violation if you say, "yes?"

**Co-Chair Ford:**

Why don't we just have a workshop and get everything done on time?

**Commissioner Holt:**

That is what I was trying to do next week.

**Attorney Weiss:**

I think we have discussed a lot of things today that we would discuss at a workshop. Haven't we or not?

**Co-Chair Ford:**

No, we just need the numbers so that we know what we are doing. That is all we need.

**Commissioner Holt:**

We could have done that today if we had the numbers. Then all we would have to do is meet and take a vote.

Jeff, I don't see you pulling out a calculator.

O.K. What do y'all want to do? We have to do something, and then we can leave. We are in jail.

**Cathy Johnson:**

I have got to go.

**Co-Chair Ford:**

So, we decide on what date?

**Commissioner Holt:**

Do y'all want to do it next month or this month? That is all we need to decide.

**Co-Chair Ford:**

It is not going to be ready this month. So, we need to go on and set it for the 22<sup>nd</sup>.

**Commissioner Holt:**

The 22nd of next month. July 22<sup>nd</sup>.

Then you can go ahead give us the stuff as soon as possible. Then we can reply to her if you have any concerns or issues.

**Attorney Weiss:**

Yes, absolutely. You can certainly talk to the staff if you need to talk to them.

**Commissioner Holt:**

I was thinking that with a group text, you are responding back to the sender.

**Attorney Weiss:**

No. In group text, when you hit "reply" to a group text, you are replying to everybody. I don't think there is a way to limit it like there is with email where you can either reply to one or apply to all.

**Co-Chair Ford:**

It says, "reply one" or "reply all." So, you are saying that if you hit "reply one," it would not go back to the person that sent it?

**Attorney Weiss:**

For a text message? I have never seen that on a text message.

It may be that I don't know. Whenever I have gotten a group text, it is always replied to everybody.

**Commissioner Holt:**

I have gotten them, but I have never sent one. I didn't know you couldn't reply to just one.

**Co-Chair Ford:**

So July 22, 2019. Do we have any other input on meeting on July 22<sup>nd</sup> at 3:30?

**Commissioner Holt:**

Mr. Attorney, Does this board have to send anything to the BOCC saying that we are not meeting the ordinance deadline or anything like that?

**Co-Chair Ford:**

They won't even notice.

**Commissioner Holt:**

We are trying to do it so no one can say that we didn't meet it.

**Attorney Weiss:**

Both Jeff and Olivia know. They are the ones at the staff level that would need to know. They can just talk to Arthur about it.



**b. FY 18-19 Budget Recap**

This Council reviewed the budget recap earlier in the meeting.

**5. Items of discussion**

Ms. Smith reported that she has only received three applications for funds for the FY 19/20.

Quincy Music Theater  
Golden Knights  
Foundation in Chattahoochee

**There was a consensus of the Council to extend the deadline for one week. This agenda item was discussed earlier in the meeting.**

**6. Public Comments**

There were no public comments.

**7. Adjournment**

**There being no other business before the Council, the meeting adjourned at 5:31 p.m.**

**Summary:**

- The Council took no action on the funding request from the Havana Shade Tobacco Museum until after a comprehensive review of the current budget.
- The Council directed staff to continue to receive grant applications for 2019/2020 for one more week.
- Event Coordinator Position – The Council took no action on advertising for an event coordinator until after the Council has a good understanding of the budget standing for 2018/2019 and the new budget for 2019/2020. This agenda item was passed to the next meeting on July 22.
- The council directed staff to have up to date budget information at the next meeting. Council also requested Budget Analyst Jeff Price to be present.
- The next meeting was set for July 22, 2019 to consider new proposed budget.
- Requested the attorney to provide a copy of the Statute he referred to in this meeting regarding museums and aquariums.
- Consider adding a new category to the Strategic Plan for funding museums and aquariums.
- Staff was directed to notify the County Administrator that the Council would not meet the ordinance deadline for submitting the new 2019/2020 TDC Budget to the BOCC.
- If it is determined that there are sufficient funds in the current budget to support funding request by the Shade Tobacco Museum, the staff and attorney were requested to recommend



which of the budget allocation categories would be the most appropriate to use. Also, the attorney was directed to provide legal justification for the expenditure to submit with the request.

- Staff requested feed-back regarding whether she should proceed with advertising a RFQ for a marketing firm since the current contract ends on September 30. The Council took no action and gave no direction. However, there was a consensus to delay it until the Council has a more clear understanding the financial position.

Gadsden County, Florida

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**CAROLYN FORD, Vice-Chair**  
**Tourist Development Council**

**ATTEST:**

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**NICHOLAS THOMAS, Clerk**