



Wakulla County Tourist Development Council
July 19, 2018, 10:00 AM EST
Board of County Commissioners
Conference Room
3093 Crawfordville Hwy, Crawfordville, FL

**AMENDED AGENDA
Added July 18, 2018**

1. Call to Order
2. Citizens to Be Heard (5-minute limit)
3. Approval of March 15, 2018 Minutes
4. Financial Reports
 - a. Review
 - b. Development of 2018-19 Budget/Marketing Plan/Advertising Plan & Modifying the 4 Goals of the TDC's Code of Ordinance (**Added July 18, 2018**)
5. County Staff Report
6. The Connect Agency
 - a. TDC Outreach | Marketing
 - b. Gulf Specimen Marine Laboratory | Gulf Triumph Application | Letter
 - c. Volunteers needed at Medart Elementary School
7. Old Business
 - a. TDC Small Grant Awards
8. New Business
 - a. Re-establishment of Marketing/Advertisement Committee
 - b. The Original FL Tourism Task Force Membership
 - c. Norse – Ratification of Renewal
9. Advertising/Marketing – Renewals and Unsolicited Proposals
 - Renewal
 - a. Oyster Radio
 - b. Emerald Coast (Rowland Publishing)
 - c. Billboards: Durden and Lamar
 - d. Bird Watchers Digest
 - e. Official Visit Tallahassee Visitors Guide
 - New
 - f. Undiscovered Florida
 - g. Video/Trailer Promoting Wakulla County
10. Next Meeting Date
11. Adjournment

Item #4a:

Budget

Handouts included

Item #4b:

Development of 2018-19 Budget & Marketing & Modifying the 4 Goals of the TDC's Code of Ordinance

Staff have been working with the Budget and Finance office on the development of the 2018-19. Staff have also been working with the Connect Agency to develop a preliminary 2018-19 marketing and advertising plan. Some of the information on this item will be provided by the County's Budget Director and the Connect Agency.

Staff are also working on a 12-month marketing/advertising plan that includes last year's activities' cost as a baseline and decision-making tool for the 2018-19 budget. Staff is also recommending modifying the 4 goals of the TDC's Code of Ordinance. Modifying will allow a precise percentage to be added to each goal so that there is a better understanding of how we reached that goal and why. Staff are recommending that a special TDC meeting be scheduled on Thursday, August 3, 2018 at 10:00 AM to develop a recommended TDC 2018-19 budget and 2018-19 Marketing/Advertising Plan for Board approval and modify the 4 goals of the TDC's Code of Ordinance.

Options:

- 1) Accept staff recommendations to schedule a Special TDC meeting on Thursday, August 3, 2018 at 10:00 am to discuss the 2018-19 Budget and Marketing/Advertising Plan and modifying the 4 goals of the TDC's Code of Ordinance.
- 2) Do not accept staff recommendations to schedule a Special TDC meeting on Thursday, August 3, 2018 at 10:00 am to discuss the 2018-19 Budget and Marketing/Advertising Plan and modifying the 4 goals of the TDC's Code of Ordinance.
- 3) Other

County Staff are recommending Option #1, and if approved will send out the public meeting notice and prepare the agenda package.

Presented by: Thomas Herndon, Tourist Development Outreach Coordinator

Date:

Action taken by the TDC: