

**Tourist Development Council**

**December 13, 2018 Minutes**

**Note: Thomas Herndon was not in attendance.**

**Natalie Knowles facilitated the meeting.**

1. **Call to order**:

 Becton Roddenberry: Chair called the meeting to order at approximately 9:00am

 **In Attendance:**

 Becton Roddenberry: Chair, Councilman Sopchoppy, Florida

 Gail Gilman: Mayor, St. Marks

 Kristin Ebersol: Park Manager Ochlockonee River State Park

 David Moody: Ranger, St. Marks National Wildlife Refuge

 Suzanne Hawkins: Budget, Finance & Accounting

 Brandy King: Fiscal Operations Director, Wakulla County

 Greg Diehl : Former Wakulla County Commissioner

 Curt Blair: TDC Director, Franklin County

 Natalie Knowles: Procurement, Wakulla County

1. **Citizens to be heard:**

 No citizens to be heard.

1. **September 13th Minutes:**

 Approved by Becton Roddenberry, Chair.

 Motion made: Gail Gilman

 Seconded the motion: Kristin Ebersol

 Motion passes unanimously: Yes

1. **Financial Reports:**

Suzanne Hawkins & Brandy King reporting: (Greg James was not in attendance)

1. Focus: Divide and allocate our cost into our four goals
2. Promote Wakulla tourism through partnerships, events and advertising. 75%
3. Create promotional programs and materials that will create awareness. 20%
4. Educate the Citizens of Wakulla County on the potential financial impact. 03%
5. Develop short term\long term range strategic plan for tourist development. 02%

 *Note: Full reports can be found through the Florida Code of Ordinances\Wakulla County.*

1. Goal 1 (75%), TDC spent $132,985 which is 71.78 % of total cost. 04% behind goal.
2. Goal 2 (20%), TDC spent $47,615 which is 5.1%, over the goal.
3. Goal 3 (03%), TDC spent $4523 which is less than 1% behind goal.
4. Goal 4 (025), TDC spent $1,698 which is a decrease just over 1% of goal.
5. +\- 10% is within our goal and we are not penalized if we go over or fall short.

 **Financial Report for October\November 2018**

1. Goal 1: TDC spent $20,604 07% degrease of goal
2. Goal 2: TDC spent $7031 3.2% increase of goal.
3. Goal 3: TDC spent $1171 increase of 01% of goal
4. Goal 4: TDC spent $1397 increase of 03% of goal.

Brandy was asked by the Council why there would there be a decrease in bed tax revenue for October \November 2018 (aftermath of Hurricane Michael). Brandy tabled the question and stated that Thomas Herndon the TDC Coordinator would be the best person to answer that question, once he returned from vacation.

**5. Announcements**

Gail Gilman reporting (***recovery from Hurricane Michael***):

1. Town Hall was flooded and hopes to reopen end of February 2019.
2. Official business is being conducted at the Fire House.
3. Restaurants reopened 2 weeks after the Hurricane
4. Sweet Magnolia Inn is only renting the upstairs.
5. State Park closed until January 1, 2019
6. Boat ramp still closed until further notice.
7. Boats can be put in at Shields Marina and Shell Island.
8. Wanted to thank Crowder and Wakulla County for trash removal.

Ralph Thomas reporting (***introduction of Greg Diehl***)

1. Former Wakulla County Commissioner.
2. Original TDC Member.
3. Established TDC Policy.
4. Has rental properties in Wakulla County.

Greg Diehl reporting (***asking to join the TDC-reviewing qualifications***)

1. 1993 wrote the TDC ordinance for Wakulla County.
2. Sat on a TDC advisory board for Florida Governor Lawton Childs.
3. Sat on a TDC advisory board for Georgia Governor Sonny Perdue.
4. Explained to the Council Members what an Airbnb was and their purpose.
5. Believes the hotel\motel business model is not the model of the future.
6. Believes millennials are who the TDC should be aggressively marketing.
7. Believes adventure activity travel should be marketed aggressively (i.e. oyster harvesting).
8. Believes we should target multigenerational travel aggressively (i.e. hiking, fishing, biking).
9. Believes the TDC should offer training on how to become a successful Airbnb.
10. Stated Wakulla County does not have an occupational license for vacation rentals. and that we should consider implementing one and collecting a 1099.
11. Does not believe we should invest money into billboards, magazines or festivals.
12. Believes we should increase awareness in activities such as: Pickleball (several TDC members chimed in and stated we have pickleball as an activity at the Community Center), sand sculptures, birdwatching (bird photographers) and athletic competitions.
13. Believes Wakulla County will be more dependent in tourism in the next 10 years.
14. Ralph Thomas interjected that collecting a 1099 would not be an easy sell to the BOCC.

***Announcements*** *continued*

Curt Blair reporting (***Old Florida Coastal Trail-U.S. 98***)

 ***Trail runs from Dixie County to Gulf County***

**Handouts with rack card sample provided to Council**

1. First visit (Wakulla County) was in approximately 2 years ago.

 US 98 Franklin County Visitors Center has visitors that are coming from Orlando traveling to North Florida and New Orleans. These visitors first destination is Disney (international travels) or they are empty nesters coming to Franklin County seeking something authentic with adventure.

1. In 2016 Franklin County met with the Department of Economic Development asking for a grant to help launch awareness. Because it was last minute, Dixie, Taylor and Franklin Counties were chosen (planning stages).
2. Spring 2018, Wakulla TDC agreed to a grant application: (to include Jefferson & Gulf)
3. Grants were written so that each TDC could be the stakeholders for each County.
4. Grant provides a product that can be publicized (brochure\map)
5. Wakulla TDC needs to create or produce inventory: Historic\Maritime natural resources lodging, restaurants, venue(s), parks etc.
6. The concept is to move travelers off I-10\I-75 and to get them on 27 (that will lead them to highway 98).
7. Infrastructures items will be addressed.
8. Each County will be highlighted.
9. Visit Florida has agreed to support development of this trail. An application will be put together.
10. Whole planning effort will be completed by 2019
11. Old Florida Coastal Trail is an outright grant-No matching
12. Visit Florida: Marketing regional projects. This has a match requirement.
13. Project Committee has not been established but will toward the end of the project. Currently they are doing individual Counties.
14. Chair: Becton Roddenberry stated this will be a great opportunity to appeal to great group of people.
15. Curt needs a copy of the agenda.
16. **Concept approved by: Gail Gilman, Mayor of St Marks and Ralph Thomas County Commissioner.**

**6. Old Business**

 No old business

**7. New Business**

Renew the Connect Agency’s contract for one year (Ending February 2020).

**Because there was no meeting in January 2019, The BoCC gave consent to continue service with no rate increase to the Connect Agency. Consent was approved unanimously by the BOCC on February 4, 2019**

Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Table until January 10, 2019 meeting | Contingent on rate increase | revisit January 2019 meeting

Motion made by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion passes unanimously\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Should the TDC confirm that the Connect Agency will continue to be the official marketing firm for Wakulla County then the Connect Agency will become the host for the official visitwakulla.com website, releasing Norse Digital from their contract (once it expires).

Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Table until\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion made by Gail Gilman\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion seconded Kristin Ebersol\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All in favor\_\_\_\_Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion passes unanimously\_\_\_\_\_\_Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Connect Agency has offered samples of a new logo. We have 5 to choose from. Connect stated these were just concepts and that the logo(s) could be modified. That includes color, shape, objects and font. The staff at the BoCC had a mix of emotions. Some liked the original logo with no changes, some liked the circular logo (Heron) inflight. Staff needs to know which logo the Council prefers. This does not have to an unanimously decision.

Council prefers logo # with no changes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Council prefers logo # with changes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Council does not like any of the samples provided and will keep the original logo\_\_\_\_\_\_\_\_\_\_\_\_\_

Table until\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion made by Gail Gilman\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion seconded David Moody\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All in favor Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Wakulla County TDC will host Visit Natural North Florida | The Original Florida on Thursday June 20, 2019 from 10:00am-02:30pm for approximately 45 people. This is a monthly meeting that promotes travel in North | North East Florida-particularly to rural counties. Staff is requesting two items:

Where will the event be held: Wakulla Springs Lodge\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Suggestions for catering the event\_ Wakulla Springs Lodge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Buffet style service is preferred.

Motion made by \_\_David Moody\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion seconded Gail Gilman\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All in favor\_\_Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion passes unanimously\_Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

At the September 2018 meeting Council voter to have meetings on the 2nd Tuesday of each month at 9:00am at the BoCC. As we move into 2019, the following dates reflect the 2nd Thursday of each month. Staff would like to know are we keeping these same dates, time(s) and location.

2019 TDC Meeting dates

2nd Thursday of the month at 9:00am.

January 10th

February 14th

March 14th

April 11th

May 09th

June 13th

July 11th

August 08th

September 12th

October 10th

November 14th

December 12th

Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Table until\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion made by Gail Gilman\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion seconded Ralph Thomas\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

All in favor Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Motion passes unanimously Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adjourn: Approximately 11:10am

**Approval of the December 2018 Minutes**:

Motion made: David Moody

Seconded the motion: Kristen Ebersol

Motion passes unanimously: Yes

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