



**Wakulla County Tourist Development Council
December 7, 2017 Meeting Minutes
Wakulla Welcome Center, Panacea**

Board Members Present: Commissioner Ralph Thomas, David Moody, Randy Essex, Gail Gilman, Cypress Rudloe

Others in Attendance: Commissioner Chuck Hess, Sherrie Miller, Sheree Keeler, Greg James and Natalie Knowles

1. The meeting called to Order by David Moody, Chairman at 8:30 a.m., it is noted that there were not enough member present to make a quorum, all actions were recommendations of TDC members present.
2. There were no citizens to be heard.
3. Minutes from the November 7, 2017 meeting were approved.
4. Financial Report – the TDC statement of revenues for the period of 11/01/2017 thru 11/30/2017 was distributed.

Discussion regarding the procedure to move funds between line items. Specifically, to cover any additional costs for advertising that may exceed the \$60K currently budgeted for advertising/promotional activities line item. Greg James advised the members present that the process was relatively simple and could be utilized, when necessary.

TDC Action: None. The Council agreed not to pursue a budget amendment at this time.

5. Committee Reports

Advertising Committee – Sherrie Miller, Volunteer, provided updates

- a) CONNECT Agency – the November 1-30, 2017 report was distributed.

- b) Tallahassee Magazine: Contract was renewed and that articles and pictures could be submitted every other month for inclusion into the magazine, which is published every other month.
- c) Bird Watcher Digest: David Moody advised that he had approved the latest advertisement and it was currently being run in the Digest for the January/February edition.
- d) Bill Boards: Staff advised the Council that David Moynahan agreed to let the TDC use three photographs of their choosing for the billboards, and in other advertising and promotions, both on-line and in-print. The cost to use the photographs in this manner is \$300 per photo for the first year, and \$100 per year thereafter; and it is to include the byline: David Moynahan Photography in each use.

The Council chose one photo to use on all three billboards at total cost of \$500 for the photo.

TDC Action: Recommended the photograph to be used for billboard, the expenditure of funds for photograph and requested County staff to work with Durden Advertising, Lamar Advertising and David Moynahan to coordinate activities needed for artwork to be bill board ready as soon as possible.

c) Public Radio Ads:

d) Media Tour: Discussion on the pros-cons of FAM tours be more successfully if managed in-house versus within the contract of the CONNECT Agency.

6. Council Members and Staff Discussion Items

New Business:

- a) RTP Grant for Wooley Park: Sheree Keeler advised the Council that she is working with Cody Solburg to develop an RTP grant application for upgrades to Wooley Park and requested a letter of support from the TDC for inclusion with the grant application.

TDC Action: Recommended sending a letter of support, signed by the Chairman.

- b) Tourism Day at the Capital – Sheree Keeler briefed the TDC on this event and the cost. Discussion on having Wakulla Day at the Capitol during next year’s event.

TDC Action: Agreed to underwrite the cost of attendance for any council member who wished to attend the event. TDC members wanting to attend the event were to contact County staff for assistance with registration by December 31, 2017. Let the record show that no members attended.

- c) Connect Contract Renewal: Staff recommended that the Connect Contract be renewed for an additional year (February 6 2018- February 5, 2019), with no changes.

TDC Action: Requested that County staff seek Board approval to renew the contract, as is, for one year and take up any changes for the next renewal cycle (February 6, 2019 – February 5, 2020).

- d) Membership and By Laws: Sheree Keeler briefed the TDC on its current vacancies and recommended allowing county staff to move forward with seeking new members pursuant to county policy. Keeler also advised that the County Attorney nor the Clerk’s office had any record of TDC bylaws being adopted and recommended requesting the County Attorney to draft by-laws.

TDC Action: Requested County staff to proceed with seeking new members to fill vacancies and requesting the County attorney to draft by laws for TDC review and approval.

- e) TDC Position Description: Sheree Keeler provided a draft job description and advised that the majority of County staff time spent n TDC business was administrative and clean-up, i.e., memberships, by-laws, etc. Sherrie Miller stated that she has been providing an estimated 20 hours of volunteer work per week to assist with marketing and promotion activities. Specific duties will be determined once the 90-day trial period is over. No action taken.

Status Updates

- f) Process for unsolicited vendors: Staff presented a draft procedure for approval based on board discussion and direction at the November meeting.

TDC Action: Recommended amending the draft procedure to amend section 2 by striking “at least two” and replacing it with “any TDC.” Staff will bring the amended procedure back for action at the January meeting.

- g) TDC Grant: staff advised that the grant notice would be published in the Wakulla News the week of December 11, 2017, with a deadline to submit grant applications no later than December 29, 2017.
- h) Visit Florida Grant: Sherrie Miller is volunteering her time to coordinate activities to fulfill the requirements of this grant. The Connect Agency will handle the photo contest.
- i) Learning Tree: TDC is participating January 18, 2018, event being held at Medart Elementary School. Discussion centered around the obtaining of maps, frisbees, and staffing of the event. Commissioner Chuck Hess stated that he would be in attendance. Sherie Miller is volunteering her time to coordinate the event. County staff will order new maps, frisbiees, etc.
- j) Letter of support for City of St Marks: Sheree Keeler presented the TDC with a letter requested by the City of St. Marks at the TDC’s November meeting supporting funding from Triumph for their river walk project.

TDC Action: Recommended approving the letter and the Chairman to sign.

- k) Annual Calendar and 2018 TDC meeting dates: County staff presented
- l) Visit Florida 2018-2019 Grant Program: Sheree Keeler advised the TDC that the Visit Florida Grant cycle was open and applications due by February 4, 2018, and asked for ideas. No ideas were discussed.

The meeting adjourned at: _____