



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:**