

Wakulla County Tourist Development Council
Thursday November 08, 2018 09:00am

AGENDA



Board of County Commissioners
3093 Crawfordville Highway
Crawfordville, Florida 32327

Wakulla County Tourist Development Council

Thursday November 08, 2018 09:00am

1. Call to Order:

Becton Roddenberry, Chair.

2. Citizens to Be Heard (5-minute limit)

3. Approval of September 13, 2018 Minutes:

Becton Roddenberry, Chair.

4. Financial Reports

Presented by:

Greg James, Finance Director & Chief Deputy Clerk.
Brandy King, Fiscal Operations Director.

5. Announcements:

Presented by:

Gail Gilman, Mayor St. Marks.

Presented by:

Thomas Herndon, TDC Coordinator.

6. Marketing Presentation:

Presented by:

Precision Signs, Jason Staack, Owner

Presented by:

Connect Agency, Stephen Freeman, Account Director.

Kat Hernandez, Account Manager.

Chelsea Winegeart, Account Coordinator.

7. Old Business:

Thomas Herndon, TDC Coordinator.

8. New Business:

Presented by:

Thomas Herndon, TDC Coordinator.

9. Next Meeting Date:

Thursday December 13, 2018 | 9:00am.

10. Adjournment

Becton Roddenberry, Chair.

Wakulla County Tourist Development Council

Thursday November 08, 2018 09:00am

1. Call to Order:

Becton Roddenberry, Chair.

2. Citizens to Be Heard (5-minute limit)

No Citizens to be heard.

3. Approval of September 13, 2018 Minutes:

Becton Roddenberry, Chair.

4. Financial Reports

Presented by:

Handouts provided at meeting.

Greg James, Finance Director & Chief Deputy Clerk.

Brandy King, Fiscal Operations Director.

5. Announcements:

Presented by: Gail Gilman, Mayor St. Marks.

- *St. Marks recovery after Hurricane Michael.*

Presented by: Thomas Herndon, TDC Coordinator.

- *Wakulla County Festival & Chamber of Commerce Events.*
- *Campsite and RV road trip. (Tallahassee to Orlando).*
- *The Lodge at Wakulla Springs will be serving Thanksgiving dinner 11am-5pm.*

6. Marketing Presentation:

Presented by: Precision Signs, Jason Stack, Owner

- *Retractable signage.*
- *Marketing material-collateral*
- *Tent and tablecloth.*

Presented by: Connect Agency, Stephen Freeman, Account Director.

Kat Hernandez, Account Manager.

Chelsea Winegeart, Account Coordinator.

- *Quarterly marketing report. (PowerPoint presentation)*
- *Rafel Fortier commercial update.*
- *Tallahassee Magazine, Birdwatchers Magazines, FL Bicycling Assoc. article. (published)*
- *TDC logo update.*
- *TDC map update.*
- *TDC visitor's guide & rack card\brochure update.*
- *Facebook\Snap chat\social media updates.*

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7. **Old Business:**

No old business

8. **New Business:**

Presented by:

All Motions are located on pages 5-7.

Thomas Herndon, TDC Coordinator.

- *Acknowledge and congratulate Becton Roddenberry as Chair until September 2019.*
- *Acknowledge and congratulate Ralph Thomas as Vice Chair until September 2019.*
- *Consider updating website and removing Norse Digital.*
- *Consider utilizing the Old Courthouse as the new TDC Office and Official Visitors\Welcome Center.*
- *Consider renewing The Connect Agency until February 2020.*
- *Wakulla TDC to host Visit Natural North Florida in June 2019*
- *Natalie Knowles to facilitate December 13, 2018 meeting.*
- *Natalie Knowles to facilitate February 14, 2019 meeting.*
- *Confirm 2019 TDC meeting times, dates and location. (dates on page 8).*

9. **Next Meeting Date:**

Thursday December 13, 2018 | 9:00am. (subject to approval)

10. **Adjournment**

Becton Roddenberry, Chair.

Wakulla County Tourist Development Council

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

Yes _____

No _____

Table until _____

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 the contract (once it expires).

Yes _____

No _____

Table until _____

Motion made by _____

Motion seconded _____

All in favor _____

Motion passes unanimously _____

Wakulla County Tourist Development Council

Thursday November 08, 2018 09:00am

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.

Yes _____

No _____

Table until _____

Motion made by _____

Motion seconded _____

All in favor _____

Motion passes unanimously _____

Should the Wakulla County TDC host Visit Natural North Florida | The Original Florida on Thursday June 20, 2019 from 10:00am-02:30pm, where shall the venue take place and who should cater the meeting (buffet)? The venue should hold 40 people comfortably. Six-foot tables with two people per table in an "U" shape setup.

Venue _____

Catering _____

Natalie Knowles will facilitate the December 13, 2018 meeting

Yes _____

No _____

Cancel Meeting _____

Motion made by _____

Motion seconded _____

All in favor _____

Motion passes unanimously _____

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Natalie Knowles will facilitate the February 14, 2019 meeting

Yes _____

No _____

Cancel Meeting _____

Motion made by _____

Motion seconded _____

All in favor _____

Motion passes unanimously _____

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2019 TDC Meeting dates

All meetings will be held in the large conference room at the BoCC office every 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