

TDC Advertising Committee Notes 11/28/17

Board Members Present: Sherrie Miller, Commissioner Ralph Thomas

Others in attendance: Commissioner Chuck Hess, Greg James, Natalie Knowles

- I. Meeting called to Order by Sherrie Miller at 8:30 am
- II. There were no citizens to be heard
- III. Review of Billboards-Sherrie Miller advised those in attendance that billboard space had been secured in Dothan, AL, Chiefland, FL and Thomasville, GA. Discussion of the marketing idea "Slow Down and Visit Wakulla County" created by CONNECT was discussed, at length. Members in attendance did not favor this idea and instead developed the following marketing slogan for inclusion in the billboard design; "Slow Down and Visit/Explore the Old Florida" in Wakulla County. Staff was directed to contact local photographer, David Moynahan, to discuss use of several of his photographs on the billboards. Those in attendance agreed that the photographers name could appear as a tag line on the billboard for credit.

Action Item: Staff to contact David Moynahan ASAP to discuss use of his photographs in the billboard marketing plan. Cost and timeline data to be collected. Sherrie Miller is to contact CONNECT to modify the marketing slogan as discussed at the meeting. A special called meeting could be needed the week of December 4th review the new mock up billboards for approval.

- IV. Discussion of 2018 TDC Grant Cycle – Sherrie Miller advised those in attendance that the grant application and guidelines had been sent to the public the week of November 13th. No applications have been received to date.

Action Item: None

- V. Visit FL Grant – Sherrie Miller advised those in attendance that she had spoken with Steven at CONNECT and they have agreed to handle the media/marketing for the photography contest.

Action Item: Sherrie Miller to contact Steven and obtain a copy of the rules for the contest, deadlines, etc.

The meeting adjourned at approximately 10:30 a.m.