



## Wakulla County Tourist Development Council

November 9, 2017 Meeting Minutes

Wakulla Welcome Center, Panacea

Board Members Present: David Moody, Sherrie Miller, Commissioner Ralph Thomas, Randy Essex, Pete Scalo, Gail Gilman

Others in attendance: Commissioner Chuck Hess, Sheree Keeler, Natalie Knowles.

- I. Meeting called to Order by David Moody, Chairman at 8:30 am
- II. There were no citizens to be heard
- III. Minutes of the October 12, 2017, meeting was amended to reflect the correct spelling of Sheree Keeler's last name, and to correct the trial period recommended by the County to handle TDC was 180 days not 90 days. The TDC proposed 90 days and the County did not counter.

**Board Action:** Corrected minutes for the October 12, 2017, and minutes from the November 2, 2017 meeting passed unanimously.

- IV. Financial Report – the TDC statement of revenues for the period 10/1/2017 through 11/7/2017 was distributed, the budget office provided no written analysis.
  - Discussion on the amount of reserve that must be maintained was thought to be 3 - months. (*Sheree Keeler confirmed with County Administrator that this County recommended practice, especially with the General Fund.*)
  - David Moody commented that an estimated 40% of the budget was for administrative purposes.
  - Sherrie Miller stated that she had requested Diane to pull together a list of documents that the TDC produces that are not eligible for grant funding.
  - Discussion on whether or not new camp grounds were paying bed tax

**Action Items:** None

- V. Committee Reports
  - A. Advertising Committee - Sherrie Miller
    1. CONNECT Agency Report– the October 1-31, 2017 report was distributed. Sheree Keeler spoke with Stephen Freeman, CONNECT Marketing Agency and he

pointed out that decreases in social media traffic are attributed to this particular time of year since students have returned to school and the holiday season is around the corner. Traffic should pick back up around the holiday season.

~~Two major events coming up that should increase social media traffic and visitors to the area are:~~

- Birding Season
- Fishing Media Tour – November 20-21, 2017

BLOGS – Sherrie Miller stated that CONNECT needed to submit write-ups at least a week before they are to be posted. They are often submitted for review the day before they are to be posted.

CONNECT contract expires 2/6/2018, there are two one-year renewal options

**Action Items:**

1. Sheree Keeler is to contact CONNECT and advise that content needs to be provided at least a week in advance of being posted for adequate review time and fact checking. *Completed 11/14/2017*
2. Sheree Keeler will prepare an agenda item for the next TDC directors meeting recommending that the CONNECT contract be extended one year but modified to remove the Media Tours-as it is currently written, provide replacement language (talk to Heather). *Completed, options and recommendations to be presented at TDC 12/7/2017 meeting.*
3. Tallahassee Magazine – Sherrie Miller provided information on county events. David Moody recommended making sure that Ochlockonee State Park events be added and that information on those events be obtained.

**Action Items:** Need to get information on Ochlockonee State Park events and dates and provide information to Tallahassee Magazine on 2018 events. *Completed 11/13/2017.*

4. Undiscovered Florida – suggested a possible article on cultural heritage. Sherrie Miller stated that prices for advertising are provided in the handout and anyone interested can place an ad.

**Action Items:** None

5. Bird Watcher Digest – Articles are due in February 2018 and will run Spring 2018. Per Sherrie Miller the TDC Board approved paying for this space at an earlier TDC Board meeting.

**Action Items:** None

6. Bill Boards – Sherrie Miller stated that David Edwards advised that this may need to go before the BoCC. Bill board space is being lost until a contract is signed. There is one bill board that is very important located in Albany, GA that is still available. The board will be given an update at the next TDC meeting.

**Action Items:** Sheree Keeler to provide update at next TDC meeting. *Completed 11/14/2017, David approved, contract with Lamar Advertising and Durden Advertising signed and PO issued.*

7. Public Radio Ads – David Moody is working with FPBS & WFSU on a bird-watching/environmental focused region NRP campaign. Sheree Keeler advised that she would clarify if David Edwards would require this going to the BoCC for approval. David Moody has a meeting next Tuesday with radio stations et al to discuss.

**Action Items:** Sheree Keeler to provide update at next TDC meeting. *Completed 11/14/2017, David approved proposal and PO Issued.*

8. Advertising with 93.3 – Sherrie Miller advised this was a local station and that she had never heard back since they initially contacted her.

**Action Items:** None

#### VI. Council Members and Staff Discussion Items

1. Policy for “Requests for Proposals” - Sherrie Miller contacted Franklin County for a copy of their policy and distributed. The purpose of the policy is to provide structure and process for the TDC Board to hear from various media and marketing outlets soliciting the TDC to purchase space in their magazine, website, blog, etc.

**Board Action:** Approved unanimously

**Action Items:** Sheree Keeler will formalize policy and present at the next TDC meeting. *Completed, policy to be presented TDC 12/7/2017 meeting*

2. New Business and Announcements
  - a. Pete Scalo resigned from TDC, due to his retirement with the Florida Parks Service.
  - b. Two new members are needed due to Pete Scaolo’s retirement and Sherrie Miller’s appointment expiring. Also the City of Sopchoppy needs to appoint a Council member

**Action Item:** Sheree Keeler will coordinate with Jessica Welch the advertisement for the two board member positions, an update will be given at the next TDC meeting.

Sheree will contact Sopchoppy City Manager to discuss. **Completed 11/14/2017, City of Sopchoppy appointed Councilman Rodenberry.**

3. Historical Society Brochure – Sherrie Miller reported that the Historical Society was seeking funding assistance to public their brochure.

**Board Action:** \$1,000 dollars in assistance approved unanimously.

4. Fishing/Kayaking Media Tour – scheduled for November 20-21, 2017. Per CONNECT there will be a writer from Florida Sportsman and several freelance writers that write specifically for kayak related stories.

Sherrie Miller reported that she had most donations committed, i.e., lodging, food and in-shore fishing. Still shy of kayak rental/charter and food for Monday.

**Board Action:** \$750 dollars for kayak rental/charter was approved unanimously.

**Action Item:** Need to re-establish Petty Cash – tips, etc. will be needed for this event.

**Completed, \$150-dollar petty cash established.**

5. TDC small local event assistance grants – The RFP needs to be prepared and sent out by November 27, 2017 and run through December 29, 2017. A press release needs to be issued ASAP announcing the grant cycle. Goal is to get all applications reviewed and a recommendation for funding for the January 2018 TDC meeting.

**Action Items:** Update grant application, press release, e-mail blast, social media write to go out ASAP. **Completed.**

6. **Project Learning Tree** – all day event at Medart Middle School on Thursday 1/18/2017.

**Action Item:** Need a list of all participants and what is needed for the event.

7. TRIUMPH GULF COAST – Board discussed a letter of support for the St. Marks Board Walk Project.

**Action Item:** Sheree Keeler will contact City of St. Marks in regards to letter for Chairman's signature. **Completed – letter to be presented at TDC 12/7/2017 meeting.**

8. National Florida Meeting – event will be held in Perry Thursday, November 16, 2017. Gail Gilman is not able to attend. Sheree Keeler will try to attend. **Not able to attend**

The meeting adjourned at approximately 10:30 am.