**Tourist Development Council**

**Wakulla County, Florida**

**Agenda**

**Regular Public Meeting**

**Thursday, September 12, 2019 | 9:00am**

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**Call to Order:**

**Commissioner Ralph Thomas: 9:00am**.

**Introductions | Guest Recognition**

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**Citizens to be Heard (Start)**

*(There is a Three (3) minute time limit; non-discussion by TDC Members; there shall be no debate and no action by the TDC. Citizens will have the opportunity to speak once under the Citizens to be Heard portion of the agenda which will be at the start or end of each meeting).*

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(To ensure fairness and encourage participation, citizens who would like to speak on any item will need to fill out a speaker’s card and turn in to Thomas Herndon prior to the beginning of discussion on that particular item.  Citizens are allowed a maximum of 3 minutes to speak.)

##### Awards and Presentations

*(Members of the Council will have the opportunity to acknowledge members of the community or commendable efforts at this time. Presentations will be made from individuals concerning issue of importance).*

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**Consent**

*(All items contained herein may be voted on with one motion. Consent items are routine in nature, are typically non-controversial and do not deviate from past Board direction or policy. However, any Council Member or the County Attorney may withdraw an item from the consent agenda, either in writing prior to the meeting, or at the beginning of the meeting and it shall then be voted on individually. Every effort shall be made to provide such a request to the Chairman at least 24 hours before the meeting).*

**Approval of Minutes from the August 08, 2019 Regular TDC Meeting.**

Motion made\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discussion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Approval of Financials from the August 08, 2019 Regular TDC Meeting**.

Motion made\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discussion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Financials**

**Brandy King, Fiscal Operations Director.**

* Statement of revenues: 08.01.2019-08.31.2019. Handout(s) provided.
* Previous 2 years average tourist development revenue by month earned. Handout(s) provided.
* Tourist development tax revenue by month deposited by the Clerk. Handout(s) provided.

**Suzanne Hawkins, Assistant Finance Director**. Handouts provided.

Focus: Divide and allocate our cost into our four goals

* Promote Wakulla tourism through partnerships, events and advertising. 75%
* Create promotional programs and materials that will create awareness. 20%
* Educate the Citizens of Wakulla County on the potential financial impact. 03%
* Develop short term\long term range strategic plan for tourist development. 02%

*Note: Full reports can be found through the Florida Code of Ordinances\Wakulla County.*

**Of the $254,894.20 total expended through August 31, 2019**

* Goal 1 (65.71%), TDC spent $ 167,490.97
* Goal 2 (23.58%), TDC spent $ 60,104.05
* Goal 3 (06.49%), TDC spent $ 16,542.63
* Goal 4 (04.23%), TDC spent $ 10,782.02
* *+\- 10% is within our goal and we are not penalized if we go over or fall short.*
* Total expenditures from October 2018-August 2019: $ 224,529.83

**Approval of Financials for this September 12, 2019 Regular TDC Meeting**.

Motion made\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discussion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Citizens to be Heard (End)**

*(There is a Three (3) minute time limit; non-discussion by TDC Members; there shall be no debate and no action by the TDC. Citizens will have the opportunity to speak once under the Citizens to be Heard portion of the agenda which will be at the start or end of each meeting).*

*\_\_*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*\_\_*

**Discussion Issues by Council Members**

*(The purpose of this section is for Council Members to request staff action on various issues, including scheduling of a future agenda item for later Board action, based on the approval of a majority of the Council. No assignments or request for agenda items shall be given to the Coordinator without the express approval of the majority of the Council. The Council shall take no policy action without an agenda item unless such is accomplished through a unanimous vote of the Council. The remarks of each Council Member during his or her “discussion items” shall adhere to Robert Rules of Order, for proper decorum and civility as enforced by the Chairman.*

1. **Prioritized use of revenue:** Discussion was requested by Commissioner Ralph Thomas for this September 2019 meeting.

* Should the TDC recommend to the BoCC, changing the language as it pertains to percentage amounts for the established four goals as set forth in the Code of Ordinance section 29.050-Expenditure of tax funds? This would allow the TDC to be: +***\- 10% is within our goal and we are not penalized if we go over or fall short.***

**Approved goals:**

**Goal 1:** Promote Wakulla tourism through partnerships, events and advertising: 75%

**Goal 2:** Create promotional programs and materials that will create awareness: 20%

**Goal 3:** Educate the Citizens of Wakulla County on the potential financial impact: 03%

**Goal 4:** Develop short term\long term range strategic plan for tourist development. 02%

**Action item:**

1. \_\_\_\_\_Yes, move forward changing the language and percentage amounts for the established goals.

This will become an agenda item with final approval from the BoCC.

1. \_\_\_\_\_No, do not change the language and percentage amounts for the established goals.

No further action will be needed.

1. \_\_\_\_\_Table until:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Motion made\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discussion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**(2) Replacing the** **“Welcome to Wakulla” signs.** David Moody requesting Council’s approval to obtain quotes for the five “Welcome to Wakulla” signs located at:

* 319 heading south into Crawfordville, just past the Leon County line.  Currently the sign has been taken down until road construction is completed.
* 319 heading north into Sopchoppy, just past the Franklin County Line.
* 61 (Wakulla Springs Rd) heading south into Crawfordville\Wakulla Springs, just past the Leon County Line.
* SpringHill Rd (2203) heading to 267 Crawfordville, just south of the Leon County Line.
* 98 heading north near Ochlockonee Bay, leaving Franklin County.

**Action item:**

1. \_\_\_\_\_Yes, move forward with having all 5 signs replaced with vendor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. \_\_\_\_\_No, do not move forward having the signs replaced.
3. \_\_\_\_\_Table until:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Motion made\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Motion seconded\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discussion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. All in favor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**(3) Wakulla Beer\First Magnitude.** Update from Sue Damon.

* New quote: .65 each. Only using the Gator and "Wakulla Beer."
* The rest of the copy should have our copy on it. i.e. where the first magnitude has its logo, we could add the TDC logo, but we can only use two colors.
* Where we have the story of Old Joe, we change the copy to highlight Wakulla County.
* The entire cup changes except for the front. The top of the cup going all around could say to visit Wakulla.

**(4) Music for a country video.** Greg Diehl reporting**.**

**Approved TDC Schedule FY 2019 | 2020**

**2019 2020**

October 10 January 09

November 14 February 13

December 12 March 12

April 09

May 14

June 11

July 09

August 13

September 10

October 08 tentative

November 12 tentative

December 10 tentative

**Next scheduled meeting:**

Thursday October 10, 2019 | 9:00am | BoCC Large Conference Room

**Adjourn**

Commissioner Ralph Thomas: \_\_\_\_\_\_\_a.m.

**“Welcome to Wakulla” signs**

Estimate

Wakulla Sign Company Precision Signs ATD Signs\Signs by Bri

466 Woodville Highway 416 Tillis Lane, Crawfordville 1554 Crawfordville

(Per sign) Woodville Crawfordville Crawfordville\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign only non-reflective: $ 600.00 $ 362.64 $ 434.00

Sign only reflective: $ 900.00 $ 645.15 $ 648.00

Installed non-reflective: $ 900.00 $150.00 N\A

Installed reflective: $ 1200.00 $150.00 N\A

Wash & wax (not replacing) $ 400.00 N\A N|A