



Wakulla County Tourist Development Council

July 19, 2018, Meeting Minutes

Board of County Commoners: Boardroom

3093 Crawfordville Hwy, Crawfordville, FL 32327

850-745-7713: Direct Line TDC Outreach Coordinator

**Attendance:**

**Board:**

Becton Roddenberry, Chair  
Ralph Thomas, Vice Chair  
Gail Gillman, David Moody, Cypress Rudloe, Kristen Ebersol

**County Guest:**

Greg James, Brandy King

**Vendor Guest:**

Stephen Freeman, Chelsea Winegeart

**Staff:**

Thomas Herndon

1. **Call to order:** 10.02am
2. **Citizens to be heard:** There were no citizens to be heard.
3. **Approval of Minutes:** Minutes approved for March 15, 2018
4. **Financial Report:** Presented by Greg James and Brandy King
  - a. June: Collected 16,579.00 TD tax collected in June totaling \$105,460 for 8 months. (month behind in collection)-as it runs through the State of Florida.
  - b. \$2825.00 in June, \$124758. Total exposure. Estimated will spend \$166,00. Putting us under budget.
  - c. June 30<sup>th</sup>: \$254,00 in cash.
  - d. **TDC Grant-Visit Florida:**
    1. Photo and video Library. \$5000 grant \$2500 match.
    2. Grant expired June 30, 2018. Reimbursement grant.
    3. \$1700 was spent to produce a photo library.
    4. Did not meet grant requirements because of expiration date.
  - e. **Code of Ordinances (Goals):**
    1. Greg suggested a range instead of a set percentage.

Motion made to allocate goals 10% plus or minus (+\ -)

Ralph Thomas  
Motion Made

Gail Gillman  
Seconded: Gail Gillman

Motion passed unanimously  
Yes

5. **County Report:** Presented by: Thomas Herndon
- a. TDC Outreach Marketing
    - 1. Met with all TDC members
    - 2. Created events calendar
    - 3. Gulf Specimen Triumph letter
    - 4. Volunteers needed at Medart Elementary
6. **The Connect Agency: Presented by:** Stephen Freeman, Chelsea Winegeart
- a. Reports sent out monthly, Stephen attends quarterly.
  - b. Handles all our digital marketing
  - c. Focus is seasonal specific
  - d. Hot spots: Scallops, bird watching, bike\walking Trails.
  - e. Facebook is working well for Wakulla County.

A motion was made to have Connect Agency work on Snapchat (stickers) with the location being Wakulla Springs. The advertising dollars are coming out of our Facebook account. The TDC decided to do two samples, review the results then move forward with any additional revenue that would need to be allocated. The test will be held on Saturday. (Saturday not specified)

<u>Becton Rodenberry</u>	<u>Gail Gillman</u>	<u>The motion passed unanimously</u>
Motion made	Secoded the motion	Yes

7. **Old Business:**
- a. TDC Small Grant Awards
- If the TDC approves staff recommendations, staff will present the recommendations to the Board at its August 6, 2018 meeting. In anticipation of TDC and Board approval, letters of award were prepared for the TDC Chairman's signature, which **will not be** sent out until after the Board approval. Should any award not be approved the letter will be pulled.

<u>Ralph Thomas</u>	<u>Gail Gillman</u>	<u>The motion passed unanimously</u>
Motion made	Secoded the motion	Yes

8. **New Business**
- a. Reestablishment of Marketing Committee

No Acton Taken  
Motion Made

- b. The Original FL Tourism Task Force Membership
- This will allow staff to participate and vote on important Task Force business.
- |                          |                     |                                      |
|--------------------------|---------------------|--------------------------------------|
| <u>Becton Rodenberry</u> | <u>Gail Gillman</u> | <u>The motion passed unanimously</u> |
| Motion made              | Secoded the motion  | Yes                                  |

*Continued*

C. Norse Ratification

The Norse Contract for the Visit Wakulla website platform was scheduled to expire July 6, 2018, and the TDC did not meet in June. In the essence of time and to ensure continued service staff took the necessary actions for Board approval and renewed the Norse agreement through June 30, 2019.

Ralph Thomas  
Motion made

Gail Gillman  
Seconded the motion

The motion passes unanimously  
Yes

9. Advertising\Marketing: Renewal & Unsolicited Proposals

a. Oyster Radio:

\$400.00 a month, Five (30) second spots for 6 months for a total cost  
\$2,400.00.

Becton Rodenberry  
Motion made

Gail Gillman  
Seconded the motion

The motion passed unanimously  
Yes

b. Emerald Coast (Rowland Publishing):

**Total Investment: \$21,228.00**  
**Did not approve the contract.**

c. Durden & Lamar

Currently, both billboards feature a sunset photo taken by David Monahan with the tagline "Adventure in every direction".

Durden: Dothan, Alabama Highway 231 heading south.

Lamar: Thomasville, Georgia Highway 319 heading south.

Lamar: Chiefland, Florida Highway 98 heading north.

**Total Investment: \$27,820.00**

October 1, 2018-November 1, 2019

Durden: \$8,340 (one bill board)

Lamar: \$19,480. (Includes updating vinyl and two bill boards)

Ralph Thomas  
Motion made

Gail Gillman  
Seconded the motion

The motion passed unanimously  
Yes

**Approved the contract and change the picture and tagline.**

d. Bird Watchers Digest

Total Investment: \$18,445.

Starting October 1, 2018-September 1, 2019, 7 publications per year.

Tabled.

**Tabled: No Motion**

e. Official Visit Tallahassee Visitors Guide

The official 2019 Visitors Guide provides leisure visitors, business travelers, meeting delegates and athletic event participants and spectators in the Capital City with an in-depth informative resource on lodging, restaurants, shopping attractions, visitors facts, transportation, map locators and visitors services. There are 55,000 copies distributed annually to hotel guest -in rooms and an estimated 2.3 million visitors year over a 12-month period.

**Total Investment: \$9,395.00**

**Approve the renewal with the same content and but change photos from last year.**

David Moody  
Motion made

Kristen Ebersol  
Seconded the motion

The motion passed unanimously  
Yes

f. Undiscovered Florida

Published annually-entering its 22<sup>nd</sup> year. Targeted audience: Smithsonian readers.

**Total Investment: \$4,400.00**

- Space reservation February 01, 2019
- Material deadline February 8, 2019
- Insertion date: April tbd, 2019

**Did not consider this unsolicited proposal.**

**No action taken**

g. Rafel Fortier: Videographer, Director & Editor

Rafel Fortier is a videographer comes recommended from the Connect Agency.

**Total Investment:** \$150 less than 3 hours, \$50 per hour thereafter, \$100 per minute of final video. Not to exceed \$2,000 inclusive.

Approved the solicited contract and allow Staff to work directly with Rafel Fortier to develop content.

Gail Gillman  
Motion made

David Mooney  
Seconded the motion

The motion passed unanimously  
Yes

Meeting Schedule

Every 2<sup>nd</sup> Thursday of each month at 9am

August 09, 2018

September 13, 2018

October 11, 2018

November 09, 2018

December 13, 2018

January 10, 2019

Meeting Adjourned: 12:38pm