



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
January 11, 2018 at 8:15 a.m.**

Regular Meeting

1. The meeting was called to order at 8:15 a.m. by Commissioner Brooks.

Roll Call

Council Members Present:

Commissioner Brooks, Chair	Tenille Drury-Smith
Mark Stewart	Bill Brantley
Terry Heston	Leila Currence

Council Members Absent:

Diane Rydecki	Cynthia Garren
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Also, Present:

Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Vicki Pontius, Leisure Services Director
Ben Dunn, Development Services Director
Phil Attinger, Highlands News-Sun
Liz Barber, Greater Sebring Chamber
Fred Leavitt, Heartland Cultural Alliance
Eileen May, Lake Placid Chamber
Lindsey Wilkes, Orange142
Bill Youngman, Citizen
Tracy McCoy, Get Fish Slapped
Joy Carmichael, Assistant County Attorney
George Karos, Executive Director Avon Park Chamber
Commissioner Elwell, BOCC
Nadine Tedstone, Citizen

Commissioner Brooks established that a quorum was present and the meeting was properly noticed.

2. Acceptance of TDC Meeting Minutes of December 12, 2017

Commissioner Brooks inquired if there were any comments or changes to the minutes of December 12, 2017. Mr. Heston moved to accept the minutes of December 12, 2017. Mr. Stewart seconded the motion. All the Council members voted aye. The motion carried.

3. Financial and Office Reports

Commissioner Brooks presented the Monthly Expenditure and Revenue Reports for the month ending November 30, 2017.

Mr. Stewart made a motion and Mr. Heston seconded the motion, to approve the financial reports as presented. All the Council members voted aye. The motion carried.

Ms. Knight gave a brief office update.

4. Marketing Update

A. December Marketing Report

Ms. Hartt presented the December Marketing Update.

B. Orange 142 Digital Marketing Presentation

Ms. Wilks presented the Orange 142 presentation.

5. Items for Voting

A. Get Fish Slapped request \$5,000 to advertise The Citrus Golf Trail

Ms. McCoy presented the request.

Mr. Stewart made a motion and Mr. Heston seconded the motion to recommend up to \$5,000 in 50% cash matching funds to Get Fish Slapped LLC. for advertising, outside of Highlands County, the Citrus Golf Trail. Room verifications are not required for this grant. Funds to be disbursed from account 5305/53400 Marketing and Promotions. All the Council members voted aye. The motion carried.

B. The Town of Lake Placid Request \$60,000 for the Lake June Park Renovation Phase 1 Restroom and Pavilions

Mr. Royce presented the request with comments by Mr. Brantley.

Mr. Heston made a motion and Mr. Stewart seconded the motion to recommend up to \$60,000 to the Town of Lake Placid for Lake June Park Renovation Phase 1 Restrooms. Room verifications are not required for this grant. Funds to be disbursed from account 5306/53400 Lakes. All the Council members voted aye, except Mr. Brantley who abstained. The motion carried.

C. Fishers of Men Tournament Sponsorship

Ms. Hartt presented the request.

Mr. Stewart made a motion and Ms. Currence seconded the motion to recommend \$5,000 for awards and 2,500 for meals. Not to exceed \$7,500 to the Fishers of Men for the Fishers of Men Tournament. Room verifications are not required for this grant. Funds to be disbursed from account 5305/53400 Marketing and Promotion.

Public input was received from Commissioner Elwell.

After a discussion, Mr. Stewart amended his motion and Ms. Currence seconded the amended motion to recommend \$5,000 for awards and 3,000 for meals. Not to exceed \$8,000 to the Fishers of men for the Fishers of Men Tournament. Room verifications are not required for this grant. Funds to be disbursed from account 5305/53400 Marketing and Promotion. All the Council members voted aye, except for Mr. Heston who voted nay. The motion carried.

6. Old Business/Discussion

A. New TDC Events Update

Ms. Barber gave an update on the Soda Festival.

B. Postcard Mural Project Update

Mr. Dunn presented the Mural Project Update.

The Tourist Development Council requested a draft RFP (Request for Proposal) be presented at the next TDC meeting.

C. Tourist Development Tax Discussion

Mr. Brooks presented the discussion.

The Tourist Development Council instructed staff to bring a Plan for the additional 2% tax increase to the next meeting.

Public input was received from Liz Barber, Ray Royce, Commissioner Elwell, and Fred Leavitt.

D. TDC Vacancy

Mr. Dunn presented the update.

Mr. Dunn stated the vacancy has been posted with a closing date of January 31, 2018. So far the only application received was submitted by Ms. Pontius.

7. Public Input

Input was not provided.

8. Board Member Roundtable

Ms. Drury-Smith commented that during the holidays she visited one of the Florida Welcome Centers and was pleased to see Visit Sebring Brochures displayed.

9. Upcoming Meeting(s)

A. TDC Board: February 22, 2018 @ 8:15 a.m., Government Center, Boardroom

10. Adjournment

Commissioner Brooks adjourned the meeting at 10:12 a.m.

For all backup, contact Highlands County Public Information Office 863-402-6500.