



**Highlands County Tourist Development Council  
Highlands County Government Center, Boardroom  
600 S. Commerce Ave, Sebring, Florida  
December 12, 2017 at 8:15 a.m.**

**Regular Meeting**

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

**Roll Call**

Council Members Present:

Commissioner Elwell, Chair	Tenille Drury-Smith
Mark Stewart	Cynthia Garren
Bill Brantley	Terry Heston
Diane Rydecki	

Council Members Absent:

Leila Currence	John Ruggiero
----------------	---------------

Also, Present:

Casey Hartt, Lead Tourist Development Council Consultant  
Dana Knight, Tourist Development Administrative Assistant  
Vicki Pontius, Leisure Services Director  
Phil Attinger, News Sun  
Liz Barber, Greater Sebring Chamber  
Fred Leavitt, Heartland Cultural Alliance  
Dan Andrews, Heartland Triathlon  
Jeff Carlson, Heartland Triathlon  
Lorrie Smith, SFSC Performing Arts  
Alice Oldham, Avon Park Rotary

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

**2. Acceptance of TDC Meeting Minutes of October 26, 2017**

Commissioner Elwell inquired if there were any comments or changes to the minutes of October 26, 2017. Mr. Brantley moved to accept the minutes of October 26, 2017. Mr. Heston seconded the motion. All the Council members voted aye. The motion carried.

**3. Financial and Office Reports**

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

Ms. Garren made a motion and Mr. Stewart 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**

Ms. Hartt presented the November Marketing Update.

#### **5. Items for Voting/Discussion**

- A. The Rotary Club of Avon Park Charitable Foundation, Inc request \$1,000 for the 8<sup>th</sup> Annual Avon Park Rotary Club Bluegrass & Blueberry Festival

Ms. Oldham presented the request.

Ms. Garren made a motion and Ms. Rydecki seconded the motion to recommend up to \$1,000 to the Rotary Club of Avon Park Charitable Foundations, Inc. for advertising the 8<sup>th</sup> Annual Avon Park Rotary Club Bluegrass & Blueberry Festival. Room verifications are not required for this grant. Funds to be disbursed from account 5304/53400 Arts and Culture. All the Council members voted aye. The motion carried.

- B. South Florida State College request \$900 for the January 2018 Matinees  
C. South Florida State College request \$900 for the February 2018 Matinees  
D. South Florida State College request \$900 for the March 2018 Performances

Ms. Lorrie Smith presented the request.

Ms. Rydecki made a motion and Mr. Stewart seconded the motion to recommend up to \$900 for each of the following: January 2018 Matinees, February 2018 Matinees and the March 2018 Performances to South Florida State College for advertising outside of Highlands County. Room verifications are not required for these grants. Funds to be disbursed from account 5304/53400 Arts and Culture. All the Council members voted aye, except Ms. Garren who abstained. The motion carried.

Public input was received from Ms. Oldham and Ms. Barber.

- E. Fishers of Men Tournament Sponsorship

Ms. Hartt presented the request.

After a discussion, the request was closed due to the lack of a motion. Commissioner Elwell stated if they would like to return with additional information, please do so.

- F. The Heartland Triathlon, Inc request \$5,000 for the Heartland Triathlon

Mr. Andrews presented the request.

Mr. Stewart made a motion and Ms. Garren seconded the motion to recommend up to \$5,000 to the Heartland Triathlon, Inc for advertising the Headland Triathlon. Room verifications are

required for this grant. Funds to be disbursed from account 5305/53400 Marketing and Promotion. All the Council members voted aye. The motion carried.

**6. Old Business/Discussion**

**A. New Event/Event Enhancement Grant Incentive Program Update**

Ms. Hartt and Ms. Barber gave an update on the Sebring Soda Festival.

**B. Postcard Mural Discussion**

Ms. Brantley made a motion and Mr. Stewart seconded the motion to approve the Avon Park Depot Museum wall facing Main Street, the Sebring Civic Center side wall facing the Art League buildings and the Lake Placid Masonic Lodge wall. Pending the Lake Placid Masonic Lodge building detail and the Town of Lake Placid approval. All the Council members voted aye. The motion carried.

Council asked staff to proceed with the RFP process.

**C. Tourist Development Tax Discussion**

Commissioner Elwell presented the Tourist Development Tax Discussion.

After a lengthy discussion, the Council asked Ms. Hartt to come back with legal options and projected uses.

**6. Public Input**

Mr. Leavitt voiced his concerns for Arts and Culture funding. Commissioner Elwell addressed his concerns.

**7. Board Member Roundtable**

No input was provided.

**8. Upcoming Meeting(s)**

**A.** TDC Board: January 11, 2018 @ 8:15 a.m., Government Center, Boardroom

**9. Adjournment**

Commissioner Elwell adjourned the meeting at 9:52 a.m.

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