



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
December 6, 2018 at 8:15 a.m.**

Draft Regular Meeting

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

Roll Call

Council Members Present:

Bill Brantley	Vicki Pontius
Tenille Drury Smith	Mark Stewart
Cynthia Garren	

Council Members Absent:

Commissioner Brooks, Chair	Diane Rydecki
Jim Barnard	Leila Currence

Also, Present:

Benjamin Dunn, Development Services Director
Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Liz Barber, Sebring Chamber of Commerce
Eileen May, Lake Placid Chamber of Commerce
Darrel Jingst, Toby the Clown Foundation
Lorrie Smith, South Florida State College
Lisa Celentano, Dirty Dozen, LLL
Dean Galbraith, Inn on the Lakes
Shirley Wilson, Highway Park Neighborhood Preservation and Enhancement District

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

2. Acceptance of TDC Meeting Minutes of August 30, 2018

Acting Chair Commissioner Elwell inquired if there were any comments or changes to the minutes of September 27, 2018. Mr. Brantley moved to accept the minutes of September 27, 2018. Mr. Stewart seconded the motion. All the Council members voted aye. The motion carried.

3. Financial and Office Reports

Acting Chair Commissioner Elwell presented the Monthly Expenditure and Revenue Reports for the month ending August 31, 2018.

Mr. Brantley 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.

4. Marketing Update

A. October and November Marketing Report.

Ms. Hartt presented the October and November Marketing Report along with the Strategic Planning Update.

Ms. Hartt pointed out that the budget she presented to them totaled \$567,000 and the Budget approved by the TDC is \$578,000 which is a difference of \$11,000. Ms. Hartt recommended allocating the difference to Arts and Culture Advertising. Council's consensus was to accept Ms. Hartt's recommendation to add \$11,000 to her budget for Arts and Culture Advertising. This will not affect the BOCC approved budget for 2019 which will remain \$578,000.

5. Items for Voting

A. Toby the Clown Foundation, Inc. request \$500 to print and design the Toby's Museum Clown School & Gift Shop Brochure

Mr. Jingst presented the request.

Ms. Pontius made a motion and Ms. Garren seconded the motion to recommend up to \$500 for the design and printing of the Toby's Museum Clown School a& Gift Shop brochure. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye. The motion carried.

B. South Florida State College request \$1,000 for the 2019 Matinee Series

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Brantley seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the 2019 Matinee Series. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

C. South Florida State College request \$1,000 for the Country Music Top Selling Artist Sara Evans

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the Country Music Top Selling Artist Sara Evans. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

D. South Florida Sate College request \$1,000 for The Price is Right Live

Ms. Smith presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the Price is Right Live. Funds to be disbursed from account

5304 Arts and Culture. With no room verifications required. All the Council members voted aye, except Ms. Garren, who abstained. The motion carried.

- E. Highway Park Neighborhood Preservation and Enhancement District, Inc. request \$1,000 for the 6th Highway Park Rising Gala

Ms. Wilson presented the request.

Ms. Garren made a motion and Mr. Pontius seconded the motion to recommend up to \$1,000 for advertising outside of Highlands County the 6th Highway Park Rising Gala. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye. The motion carried.

- F. Dirty Dozen request \$20,000 for the Regatta-Run

Ms. Celentano presented the request.

Mr. Stewart made a motion and Mr. Brantley seconded the motion to recommend the TDC office spend up to \$10,000 for advertising outside of Highlands County the Regatta-Run. Funds to be disbursed from account 5305 Marketing and Promotion. All the Council members voted aye, except Ms. Pontius, who abstained. The motion carried.

Public input was received from Liz Barber.

- G. Alcohol Ordinance

Mr. Dunn presented the request.

The majority of the Council's consensus was to send a letter of support for the new Alcohol Ordinance.

6. Old Business/Discussion

- A. Postcard Mural Update

Mr. Dunn presented the Council with the revised Mural Contract to provide maintenance and restoration services from the TDC funds.

7. Public Input

8. Board Member Roundtable

Ms. Garren pointed out that The Price is Right Live event is the real event with real prizes, but without Drew Carrie.

9. Upcoming Meeting(s)

- A. TDC Board: January 31, 2018 @ 8:15 a.m., Government Center, Boardroom.

10. Adjournment

Acting Chair Commissioner Elwell adjourned the meeting at 9:58 a.m.

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