



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
March 30, 2017 at 8:15 a.m.**

Regular Meeting

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

Roll Call

Council Members Present:

| | |
|----------------------------|--------------------|
| Commissioner Elwell, Chair | Christine Hatfield |
| Cynthia Garren | Reinhard Haubner |
| Mark Stewart | Bill Brantley |

Council Members Absent:

| | |
|---------------|----------------|
| Terry Heston | Leila Currence |
| John Ruggiero | |

Also Present:

Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Vicki Pontius, Leisure Services Director
Eileen May, Lake Placid Chamber
Gary Pinnell, News Sun
Fred Leavitt, Heartland Cultural Alliance
Beatriz Ramirez, City of Avon Park
Tenille Drury-Smith, Sun N' Lake

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

- 2. Acceptance of TDC Meeting Minutes of February 23, 2017**

Commissioner Elwell inquired if there were any comments or changes to the minutes of February 23, 2017. Mr. Brantley moved to accept the minutes of February 23, 2017. Mr. Stewart 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 January 31, 2017.

Ms. Garren made a motion and Ms. Hatfield seconded the motion, to approve the financial reports as presented. All the council members voted aye. The motion carried.

Ms. Knight informed the council that the leads are increasing and that the TDC had a new tent at the 12 Hours Sebring with the new Visit Sebring logo.

4. Marketing Update

A. March 2017 Marketing Report

Ms. Hartt presented the March Marketing Update.

Ms. Hatfield made a motion and Ms. Garren seconded the motion to, advertise in the Southern Golf Central Magazine in the amount of \$4,000. The Council asked Ms. Hartt to find out if they will accept \$2,000 this year and \$2,000 next year, but it is not contingent upon it.

Ms. Hartt presented the Arts and Cultural definition.

After a brief discussion the Council's consensus was to accept the definition as written.

Public input was received from Mr. Leavitt.

5. Items for Voting/Discussion

A. Travel/Conference Request

Ms. Hartt presented the request.

Ms. Garren made a motion and Mr. Stewart seconded the motion to recommend up to \$2,250 plus expenses for Ms. Hartt to attend the ING Conference. All council members voted aye. The motion carried.

Ms. Garren made a motion and Ms. Hatfield seconded the motion to recommend that Ms. Hartt attend the FADMO Conference on behalf of the TDC. The TDC will cover the cost of the FADMO Conference plus expenses. All council members voted aye. The motion carried.

B. Postcard Mural Project

Ms. Hartt presented the locations submitted by each city.

After a lengthy discussion the Council asked Ms. Hartt to get back with each municipality for their final decision on their mural location.

Public input was received from Mayor Shoop, Beatriz Ramirez, and Eileen May.

C. Lead Marketing Consultant Contract

Commissioner Elwell enquired if the Council would like to do an RFP for the Lead Marketing Consultant Contract for two years with the option to renew for up to two years. It was a consensus of the Council to move forward.

D. Director Terms – Two Vacancies on 5/2/17

The Council came to a consensus to defer their recommendation to fill the Tourist Development Council Vacancies to the Board of County Commissioners.

6. Public Input

Mr. Leavitt stated he was pleased to see the TDC refer to the revenue generated by visitors who spend directly with local businesses. Mr. Leavitt read a paragraph from the Highlands County Tourist Development Council (TDC) Advertising Grant Application. (Page 1, “Why Tourism Development?”, Paragraph 1)

7. Board Member Roundtable

Ms. Pontius asked the Council to review Mr. Macbeth’s changes to the Grant Application between now and the next TDC meeting.

8. Upcoming Meeting(s)

- A.** TDC Board: April 27, 2017 @ 8:15 a.m., Government Center, Boardroom
- B.** Tourist Tax Lakes Meeting: April 12, 2017 @ 2:00 p.m., TDC, Conference Room

9. Adjournment

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

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