



**Highlands County Tourist Development Council  
Highlands County Government Center, Boardroom  
600 S. Commerce Ave, Sebring, Florida  
April 27, 2017 at 8:15 a.m.**

### **Regular Meeting**

- 1. The meeting was called to order at 8:15 a.m. by Commissioner Elwell. Commissioner Elwell announced the Meeting was not properly noticed and that this is not an official Tourist Development Council meeting and that there will be no action, voting, or motions made. Commissioner Elwell explained it would be an informational meeting only.**

#### **Roll Call**

##### **Council Members Present:**

Commissioner Elwell, Chair	Terry Heston
John Ruggiero	Reinhard Haubner
Mark Stewart	Bill Brantley

##### **Council Members Absent:**

Cynthia Garren	Leila Currence
Christine Hatfield	

##### **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  
Diane Rydecki, Lake Blue Resort  
Tenille Drury-Smith, Sun N' Lake

Commissioner Elwell established that a quorum was present even though it was not necessary to do so.

#### **2. Acceptance of TDC Meeting Minutes of March 30, 2017**

Commissioner Elwell inquired if there were any suggestions or changes to the minutes of March 30, 2017. None were presented.

#### **3. Financial and Office Reports**

Commissioner Elwell presented the Monthly Expenditure and Revenue Reports for the month ending February 2017.

Ms. Knight informed the Council that the TDC has a new email address of [info@visitsebring.com](mailto:info@visitsebring.com) and the old [tdc@highlandscvb.com](mailto:tdc@highlandscvb.com) will be phased out as people become aware of the new email address. Leads have increased due to internet ads.

Ms. Pontius informed the Council that the staff has been working on the 2018 budget.

Ms. Pontius stated the contract for the website redesign was approved by the Board of County Commissioners and Ms. Pontius and Ms. Hartt have already had a kick off meeting with Evok.

#### **4. Marketing Update**

##### **A. April 2017 Marketing Report**

Ms. Hartt presented the April Marketing Update.

#### **5. Items for Discussion**

##### **A. Highlands Museum of the Arts Request \$1,000 to Advertise the 4<sup>th</sup> Annual Photography Competition at Highlands Museum of the Arts**

Commissioner Elwell reminded the Council there would be no voting until the next TDC meeting.

Ms. Damon gave a brief summary of the 4<sup>th</sup> Annual Photography Competition at Highlands Museum of the Arts.

##### **B. Governor's Tourism Conference Registration**

Ms. Hartt informed the Council the conference would take place on Aug 28 - 30.

##### **C. Tourist Development Council Vacancies Update**

Ms. Pontius stated the vacancies would be heard by the Highlands County Board of County Commissioners next Tuesday (May 2). Applicants are Diane Rydecki, Tenille Drury-Smith, Stacy Malone, Sharon Schuler, Reinhard Haubner and Phil Hatfield.

##### **D. Tourist Development Grant Application Review**

Ms. Pontius informed the TDC Council that the amount of time required to turn in the application has changed to 120 days.

##### **E. Lead Marketing Consultant RFP Update**

Ms. Pontius stated the RFP documents are currently on Mr. Macbeth's desk for his review and gave a brief summary of the process.

#### **6. Public Input**

Mr. Leavitt stated he did not see new events on the current application. Ms. Pontius responded to Mr. Leavitt's inquiry stating that the New Event Grant Application is currently being worked on.

#### **7. Board Member Roundtable**

Commissioner Elwell thanked Mr. Haubner and Ms. Hatfield for their service as members of the Tourist Development Council.

**8. Upcoming Meeting(s)**

**A.** TDC Board: May 25, 2017 @ 8:15 a.m., Government Center, Boardroom

**9. Adjournment**

Commissioner Elwell adjourned the meeting at 8:57 a.m.

For all backup, contact Highlands County Public Information Office 863-402-6836.

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