



**Highlands County Tourist Development Council  
Highlands County Government Center, Boardroom  
600 S. Commerce Ave, Sebring, Florida  
May 31, 2018 at 8:15 a.m.**

**Draft Regular Meeting**

**1. The meeting was called to order at 8:20 a.m. by Commissioner Brooks.**

**Roll Call**

Council Members Present:

Commissioner Brooks, Chair	Tenille Drury-Smith
Bill Brantley	Diane Rydecki
Vicki Pontius	Mark Stewart
Cynthia Garren	

Council Members Absent:

Terry Heston	Leila Currence
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Also, Present:

Casey Hartt, Lead Tourist Development Council Consultant  
Dana Knight, Tourist Development Administrative Assistant  
Benjamin Dun, Development Services Director  
Phil Attinger, Highlands News-Sun  
Liz Barber, Greater Sebring Chamber  
Fred Leavitt, Heartland Cultural Alliance  
Bill Youngman, Citizen  
Eileen May, Lake Placid Chamber  
Fred Schilffarh, HCH  
Erica Douberley, Inn on the Lakes

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

**2. Acceptance of TDC Meeting Minutes of May 8, 2018**

Commissioner Brooks inquired if there were any comments or changes to the minutes of May 8, 2018. Ms. Pontius moved to accept the minutes of May 8, 2018. Ms. Rydecki seconded the motion. All the Council members voted aye. The motion carried.

**3. Financial and Office Reports**

Dana Knight presented the Monthly Expenditure and Revenue Reports for the month ending March 31, 2018.

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.

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

##### **A. May Marketing Report.**

Ms. Hartt presented the May Marketing Report.

#### **5. Items for Voting**

- A. The Rotary Club of Highlands County Inc request \$1,000 for the 8<sup>th</sup> Annual Crazy Pepper Chili Cookoff.

Ms. Garren made a motion and Mr. Brantley seconded the motion to recommend up to \$1,000 to The Rotary Club of Highlands County Inc to advertise outside of Highlands County the 8<sup>th</sup> Annual Crazy Pepper Chili Cookoff with no room night verifications required. Funds to be disbursed from account 5304 Arts and Culture. All the Council members voted aye. The motion carried.

- B. The Greater Lake Placid Chamber of Commerce, Inc. request \$1,000 for the 28<sup>th</sup> Annual Caladium Fest.

Ms. May presented the request.

Mr. Stewart made a motion and Ms. Garren seconded the motion to recommend up to \$1,000 to The Greater Lake Placid Chamber of Commerce, Inc. to advertise outside of Highlands County the 28<sup>th</sup> Annual Caladium Festival with no room night verifications required. Funds to be disbursed from account 5304 Arts and Culture. All the Council members voted aye except Mr. Brantley who abstained. The motion carried.

- C. The Greater Lake Placid Chamber of Commerce, Inc. request \$1, 000 for the 22<sup>nd</sup> Annual Caladium Festival Car & Bike Show.

Ms. May presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$1,000 to The Greater Lake Placid Chamber of Commerce, Inc. to advertise outside of Highlands County the 28<sup>th</sup> Annual Caladium Festival Car Show with no room night verifications required. Funds to be disbursed from account 5305 Marketing and Promotion. All the Council members voted aye except Mr. Brantley who abstained. The motion carried.

- D. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball AAA State Tournament.

- E. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball Ozone State Tournament.

- F. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball T-Ball State Tournament.

Ms. Lynch presented the request.

Ms. Garren made a motion and Ms. Pontius seconded the motion to recommend up to \$5,000 each to The Youth Baseball of Sebring, for the 2018 Florida Dixie Youth Baseball AAA State Tournament, the 2018 Florida Dixie Youth Baseball Ozone State Tournament, and the 2018 Florida Dixie Youth Baseball T-Ball State Tournament. For Host Fees, Team Promotional Packets, and Jock Jive Radio Broadcasting. The total amount is not to exceed \$15,000. Room verifications are required. Funds to be disbursed from account 5305 Marketing and Promotion. All the Council members voted aye. The motion carried.

G. The Highlands Art League, Incorporated request \$1,000 for the 6<sup>th</sup> Annual Cookie Fest.

Ms. Pontius made a motion and Ms. Rydecki seconded the motion to recommend up to \$1,000 to The Highlands Art League, Incorporated to advertise outside of Highlands County the 6<sup>th</sup> Annual Cookie Fest with no room night verifications required. Funds to be disbursed from account 5304 Arts and Culture. All the Council members voted. The motion carried.

H. The Greater Sebring Chamber of Commerce request \$20,000 for the Sebring Soda Festival.

Ms. Barber presented the request.

Ms. Garren made a motion and Ms. Rydecki seconded the motion to recommend up to \$20,000 of the 2018/2019 budget for marketing and entertainment for the 2019 Sebring Soda Festival. Funds to be disbursed from account 5304 Arts and Culture. All the Council members voted aye except Ms. Drury-Smith who abstained and Mr. Brantley who voted nay. The motion carried.

## **6. Old Business/Discussion**

A. Strategic Planning Update.

Ms. Hartt presented the Strategic Planning Update.

Ms. Hartt informed the Council that the Strategic Planning RFP might not be completed this year and asked if the Council would be ok with the total amount of the project hitting next year's budget.

The Council consensus was that they are ok with the full amount of the Strategic Planning project hitting next year's budget.

B. June TDC Meeting Date Discussion.

The Council's consensus was to combine June and July meeting on June 19, 2018.

## **7. Public Input**

Input was not provided.

## **8. Board Member Roundtable**

Ms. Pontius stated she would like to get permission from the Council to attend the Teams Conference with Ms. Hartt in October. Ms. Hartt informed the Council that she would like to cancel the trip. Based on previous experience with potential vendors from this conference, the TDC is not ready at this time. They would be better suited to wait until after the Strategic Planning process to pursue these kind of events. Commissioner Brooks suggested the issue be discussed in our next meeting.

## **9. Upcoming Meeting(s)**

A. TDC Board: July 19, 2018 @ 8:15 a.m., Government Center, Boardroom.

## **10. Adjournment**

Commissioner Brooks adjourned the meeting at 9:30 a.m.

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