



**Highlands County Tourist Development Council  
Highlands County Government Center, Boardroom  
600 S. Commerce Ave, Sebring, Florida  
July 20, 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	Tenille Drury-Smith
Cynthia Garren	Leila Currence
Mark Stewart	Bill Brantley
Terry Heston	John Ruggiero

Council Members Absent:

Diane Rydecki

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  
Fred Leavitt, Heartland Cultural Alliance

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

**2. Acceptance of TDC Meeting Minutes of June 29, 2017**

Commissioner Elwell inquired if there were any comments or changes to the minutes of June 29, 2017. Mr. Stewart moved to accept the minutes of June 29, 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 May 31, 2017.

Mr. Heston 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 July Marketing Update.

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

- A. Highlands Art League, Inc. request \$1,000 to advertise the 5<sup>th</sup> Annual CookieFest

Ms. Damon presented the request.

Ms. Garren made a motion and Mr. Heston seconded the motion to recommend up to \$1,000 to the Highlands Art League, Inc. for advertising the 5<sup>th</sup> Annual CookieFest. No room verifications are 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. Highlands County Sheriff's Office, request \$1,000 to advertise the 2017 Southwest Florida Region Six S.W. A.T. Challenge

Mr. Roberts presented the request.

Mr. Stewart made a motion and Ms. Garren seconded the motion to recommend up to \$1,000 to the Highlands County Sheriff's Office for advertising the 2017 Southwest Florida Region Six S.W.A.T. Challenge. No room verifications are required for this grant. Funds to be disbursed from account 5305/53400 Marketing and Promotion. All the Council members voted aye, except Ms. Currence, who abstained. The motion carried.

- C. New Event/Event Enhancement Grant Incentive Program Update

Ms. Pontius presented a draft Scoring form for the Council to review. Ms. Hartt stated she has received positive feedback that we are on the right track. After a lengthy discussion, Commissioner Elwell asked staff to create a new sliding scale Scoring form and bring it back for the Council to review in August.

Public input was received from Fred Leavitt.

- D. Late Summer Advertising Opportunity

Ms. Hartt presented the request.

Mr. Heston made a motion and Ms. Garren seconded the motion to approve \$2,900 for 2 full page ads in the City & Shore magazine published by the SunSentinal. Funds to be disbursed from account 5304/54800 Arts and Culture. All the Council members voted aye. The motion carried.

- E. TDC Consultant Update

Ms. Pontius informed the Council the RFP has gone into negotiations and is now with Mr. Macbeth the County Attorney.

F. 2017/2018 Draft Marketing Budget

Ms. Currence made a motion and Mr. Heston seconded the motion to recommend the 2017/2018 Marketing Budget. All the Council members voted aye. The motion carried.

Public input was received from Fred Leavitt.

**6. Public Input**

Ms. May thanked Ms. Hartt for all her assistance with the Caladium Festival and Car Show.

**7. Board Member Roundtable**

Ms. Garren thanked Ms. Hartt, Ms. Pontius and Ms. Knight for all their hard work on the new grant application. Ms. Garren also thanked Ms. May for her attendance of the TDC meetings.

**8. Upcoming Meeting(s)**

A. TDC Board: August 30, 2017 @ 8:15 a.m., Government Center, Boardroom

**9. Adjournment**

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

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