



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
August 30, 2018 at 8:15 a.m.**

Draft Regular Meeting

1. The meeting was called to order at 8:17 a.m. by Commissioner Brooks.

Roll Call

Council Members Present:

Commissioner Brooks, Chair	
Bill Brantley	Diane Rydecki
Vicki Pontius	Jim Barnard
Mark Stewart	Cynthia Garren

Council Members Absent:

Leila Currence	Tenille Drury Smith
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Also, Present:

Benjamin Dunn, Development Services Director
Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Bill Youngman, Citizen
Marlene Snyder, Lake Placid Art League
Fred Leavitt, Heartland Cultural Alliance
Gaylin Thomas, Heartland Cultural Alliance

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

2. Acceptance of TDC Meeting Minutes of July 19, 2018

Commissioner Brooks inquired if there were any comments or changes to the minutes of July 19, 2018. Mr. Brantley moved to accept the minutes of July 19, 2018. Mr. Stewart 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 May 31, 2018.

Ms. Pontius 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. July Marketing Report.

Ms. Hartt presented the July Marketing Report.

5. Items for Voting

A. Heartland Cultural Alliance, Inc. request \$350 for the Peter Powell Roberts Museum of Art and Cultural Center Brochure

Mr. Leavitt presented the request.

Mrs. Stewart made a motion and Ms. Pontius seconded the motion to recommend up to \$350 to design and print the Peter Powell Roberts Museum of Art and Cultural Center 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. Lake Placid Art league, Inc. request \$1,000 to advertise the Lake Placid Art & Fine Craft Show

Ms. Pontius made a motion and Ms. Rydecki seconded the motion to recommend up to \$1,000 to advertise outside of Highlands County the Lake Placid Art & Fine Craft Show. Funds to be disbursed from account 5304 Arts and Culture. With no room verifications required. All the Council members voted aye. The motion carried.

C. Fall/Winter Tourism Conferences

Ms. Hartt presented the request.

Ms. Pontius made a motion and Ms. Garren seconded the motion to recommend attendance to the Florida Encounter trade show in the amount of \$2,500 and the Florida Huddle trade show in the amount of \$2,700. All the Council members voted aye. The motion carried.

6. Old Business/Discussion

A. Strategic Planning Update

Ms. Hartt presented the Strategic Planning Update.

Ms. Hartt informed the council there was only one submission for the Strategic Planning RFP. The RFP Review Committee agreed that London Tourism Publications in Jacksonville was exactly what we are looking for. Ms. Garren explained that they also have experience working with rural counties. Mr. Stewart asked if references were contacted. Ms. Hartt responded that Mr. London was one of the keynote speakers for the Florida Governor Conference and she felt if he did not have a good reputation that they would not have asked him to be a keynote speaker. She also contacted Clay County who spoke very highly of him.

7. Public Input

Mr. Leavitt asked if business will be contacted by London Tourism Publications for their input. Ms. Garren and Commissioner Brooks assured Mr. Leavitt that the community would have the opportunity to provide input.

8. Board Member Roundtable

Ms. Garren informed the Council that the Alan Jay Wildstein Center for Performing Arts 2017-2018 Brochure is a finalist for a Visit Florida Award.

Mr. Brantley stated that he reviewed the TDC web site and found a picture under fishing of a Snook in Lake Istokpoga, which cannot be found there.

Ms. Pontius stated she felt there should be some way for us to make sure everyone who should be paying the Tourist Tax is paying. She would like to see us do an educational campaign to inform the public.

9. Upcoming Meeting(s)

A. TDC Board: September 27, 2018 @ 8:15 a.m., Government Center, Boardroom.

10. Adjournment

Commissioner Brooks adjourned the meeting at 9:05 a.m.

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