



**Highlands County Tourist Development Council
Highlands County Government Center, Boardroom
600 S. Commerce Ave, Sebring, Florida
September 27, 2018 at 8:15 a.m.**

Draft Regular Meeting

1. The meeting was called to order at 8:17 a.m. by acting Chair Cynthia Garren.

Roll Call

Council Members Present:

Bill Brantley	Diane Rydecki
Tenille Drury Smith	Jim Barnard
Cynthia Garren	Leila Currence

Council Members Absent:

Commissioner Brooks, Chair	Mark Stewart
Vicki Pontius	

Also, Present:

Benjamin Dunn, Development Services Director
Casey Hartt, Lead Tourist Development Council Consultant
Dana Knight, Tourist Development Administrative Assistant
Liz Barber, Sebring Chamber of Commerce
Josh Fairfield, Highlands Pedalers
Eileen May, Lake Placid Chamber of Commerce
Phil Attinger, Highlands News-Sun

Acting Chair Garren established that a quorum was present and the meeting was properly noticed.

2. Acceptance of TDC Meeting Minutes of August 30, 2018

Acting Chair Garren inquired if there were any comments or changes to the minutes of August 30, 2018. Mr. Brantley moved to accept the minutes of July 19, 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 June 30, 2018.

Ms. Currence made a motion and Mr. Barnard seconded the motion, to approve the financial reports as presented. All the Council members voted aye. The motion carried.

4. Marketing Update

A. August Marketing Report.

Ms. Hartt presented the August Marketing Report.

Mr. Dunn gave an update on the TDC Mural Project.

Mr. Dunn stated the process halted with a discussion on who would be responsible for the maintenance of the murals.

Public input was received from Ms. Barber and Ms. May.

After a discussion, the consensus of the Council was to put aside funds to cover the yearly cost of maintenance for all three murals.

5. Items for Voting

A. Highlands Pedalers, Inc. request \$5,000 to advertise the Highlands Bike Fest

Mr. Brantley made a motion and Ms. Drury-Smith seconded the motion to recommend up to \$5,000 for email blast, Memberplanet.com software fee, print and design of flyer/post card, Face book ads, and reception hall rental for the Highlands Bike Fest. Funds to be disbursed from account 5305 Marketing and Promotion. With room verifications required. All the Council members voted aye except Ms. Currence who abstained. The motion carried.

Public input was received from Ms. Barber.

6. Old Business/Discussion

A. Strategic Planning Update

Ms. Hartt included the Strategic Planning Update in her Marketing Report.

7. Public Input

8. Board Member Roundtable

Mr. Brantley informed the Council that a former TDC Council Member Mr. Ruggiero passed away two weeks ago. Ms. Hartt informed the Council that Mr. Drew Jones, owner of Henscratch Farms passed away on Monday.

9. Upcoming Meeting(s)

A. TDC Board: October 25, 2018 @ 8:15 a.m., Government Center, Boardroom.

10. Adjournment

Acting Chair Garren adjourned the meeting at 9:16 a.m.

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