



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

1. **Call to Order / Pledge / Meeting Notice / Roll Call / Quorum** J. Brooks
2. **Acceptance of TDC Meeting Minutes of May 8, 2018** J. Brooks
3. **Financial and Office Reports** J. Brooks / D. Knight
4. **Marketing Update**
  - A. May Marketing Report C. Hartt
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. J. Pepper
  - B. The Greater Lake Placid Chamber of Commerce, Inc. request \$1,000 for the 28<sup>th</sup> Annual Caladium Festival. E. May
  - C. The Greater Lake Placid Chamber of Commerce, Inc. request \$1, 000 for the 22<sup>nd</sup> Annual Caladium Festival Car & Bike Show. E. May
  - D. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball AAA State Tournament. L. Lynch
  - E. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball Ozone State Tournament. L. Lynch
  - F. The Youth Baseball of Sebring, Inc request \$5,000 for the 2018 Florida Dixie Youth Baseball T-Ball State Tournament. L. Lynch
  - G. The Highlands Art League, Incorporated request \$1,000 for the 6<sup>th</sup> Annual Cookie Fest. L. Damon
  - H. The Greater Sebring Chamber of Commerce request \$20,000 for the Sebring Soda Festival. L. Barber
6. **Old Business/Discussion**
  - A. New TDC Events Update C. Hartt
  - B. Strategic Planning Update C. Hartt
  - C. June TDC Meeting Date Discussion J. Brooks
7. **Public Input**
8. **Board Member Roundtable**
9. **Upcoming Meeting(s)**
  - A. TDC Board: TBD @ 8:15 a.m., Government Center, Boardroom
10. **Adjournment** J. Brooks



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

**Draft Regular Meeting**

**1. The meeting was called to order at 8:18 a.m. by Commissioner Brooks.**

**Roll Call**

Council Members Present:

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

Council Members Absent:

Cynthia Garren	Leila Currence
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Also, Present:

Casey Hartt, Lead Tourist Development Council Consultant  
Dana Knight, Tourist Development Administrative Assistant  
Phil Attinger, Highlands News-Sun  
Liz Barber, Greater Sebring Chamber  
Fred Leavitt, Heartland Cultural Alliance  
Bill Youngman, Citizen  
Janice Rearick, US Sport Aviation Institute  
Eileen May, Lake Placid Chamber

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

**2. Acceptance of TDC Meeting Minutes of March 29, 2018**

Commissioner Brooks inquired if there were any comments or changes to the minutes of March 29, 2018. Ms. Pontius moved to accept the minutes of March 29, 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 February 30, 2018.

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

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

##### **A. March/April Marketing Report**

Ms. Hartt presented the March/April Marketing Report.

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

##### **A. The U.S. Sport Aviation Institute, Inc request \$5,000 to advertise outside of Highlands County the US Sport Aviation Expo.**

Ms. Rearick presented the request.

Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend up to \$5,000 to the U.S. Sport Aviation Institute, Inc. to advertise outside of Highlands County the US Sport Aviation Expo with room night verifications required. Funds to be disbursed from account 5305 Marketing and Promotions. All the Council members voted aye. The motion carried.

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

##### **A. New TDC Events Update**

Ms. Barber gave an update on the Soda Festival.

Ms. Barber with the Sebring Chamber of Commerce, stated Sebring Soda Festival was a success and plans are moving forward to bring the festival back next year.

##### **B. Strategic Planning Update**

Ms. Hartt presented the update.

Ms. Hartt informed the Council that the Strategic Plan is currently in review at the Purchasing Department.

##### **C. TDC May Meeting Date Discussion**

After a brief discussion, the Council's consensus was to schedule the May meeting for May 31, 2018.

##### **D. Tourist Tax Increase Discussion**

Commissioner Brooks presented the items for discussion.

After a discussion, Ms. Pontius made a motion and Mr. Stewart seconded the motion to recommend to increase the Tourist Tax to 4%, to remove all carve outs, and assign one penny per year to asset development. All the Council Members voted aye. The motion carried.

Ms. Hartt asked for clarification on the Public Meeting. The Council's consensus was to schedule the public meeting after the Board of County Commissioners vote on the recommendation to increase the Tourist Tax.

**7. Public Input**

Public input was received from Mr. Leavitt.

**8. Board Member Roundtable**

Ms. Hartt informed the Council that she emailed Kyle Green, Road and Bridge and Gator Howerton, County Engineer to find out if it is possible to increase the boat dockage at Windy Point and the parking at Lake Istokpoga Park. They are currently checking into it.

**9. Upcoming Meeting(s)**

A. TDC Board: May 31, 2018 @ 8:15 a.m., Government Center, Boardroom

**10. Adjournment**

Commissioner Brooks adjourned the meeting at 9:39 a.m.

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

# Leads

## 2016-2017 vs 2017-2018

2017-2018	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total YTD
Visit FI Outdoor Photographer						949							
Visit FI Magazine	24	101	44	62	143	289	168						831
CMC Story Telling													0
Contact Us	12	15	15	13	8	7	8						78
Request Info	9	23	4	5	1	8	11						61
Subscribe	37	49	28	45	32	38	66						295
<b>Total</b>	<b>82</b>	<b>188</b>	<b>91</b>	<b>125</b>	<b>184</b>	<b>1291</b>	<b>253</b>						<b>2214</b>

<b>Web Site Total</b>	<b>58</b>	<b>87</b>	<b>47</b>	<b>63</b>	<b>41</b>	<b>53</b>	<b>85</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>434</b>
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2016-2017	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total YTD
Visit FI Magazine	300	250	150	189	212	395	203	172	237	154	250	104	2616
CMC Story Telling						539	977	3041	1825	2023	747	6	9158
Undiscovered FL							370	242	231	84	108	70	1105
Web Site	24	12	24	18	16	23	19	19	21	15	6	3	200
Contact Us											10	16	26
Request Info											5	6	11
Subscribe											37	36	73
<b>Total</b>	<b>324</b>	<b>262</b>	<b>174</b>	<b>207</b>	<b>228</b>	<b>957</b>	<b>1569</b>	<b>3474</b>	<b>2314</b>	<b>2276</b>	<b>1163</b>	<b>241</b>	<b>13189</b>

<b>Web Site Total</b>	<b>24</b>	<b>12</b>	<b>24</b>	<b>18</b>	<b>16</b>	<b>23</b>	<b>19</b>	<b>19</b>	<b>21</b>	<b>15</b>	<b>58</b>	<b>61</b>	<b>310</b>
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## Variance +/-

2016-2017	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total YTD
2016 vs 2017	-242	-74	-83	-82	-44	334	-1316						-1507
2016 vs 2017 Website	34	75	23	45	25	30	66						298

2016 vs 2017	-295%	-39%	-91%	-66%	-24%	26%	-520%						-1009%
2016 vs 2017 Website	59%	86%	49%	71%	61%	57%	78%						460%