



**Highlands County Tourist Development Council  
Highlands County Government Center Boardroom  
600 S. Commerce Ave, Sebring, Florida  
January 11, 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 December 12, 2017** J. Brooks
  
- 3. **Financial and Office Reports** J. Brooks / D. Knight
  
- 4. **Marketing Update**
  - A. December Marketing Report C. Hartt
  - B. Orange 142 Digital Marketing Presentation L. Wilkes
  
- 5. **Items for Voting**
  - A. Get Fish Slapped request \$5,000 to advertise The Citrus Golf Trail T. McCoy
  - B. The Town of Lake Placid Request \$60,000 for the Lake June Park Renovation  
Phase 1 Restroom and Pavilions P. Williams
  - C. Fishers of Men Tournament Sponsorship C. Hartt
  
- 6. **Old Business/Discussion**
  - A. New TDC Events Update C. Hartt/L. Barber
  - B. Postcard Mural Project Update B. Dunn
  - C. Tourist Development Tax Discussion J. Brooks
  - D. TDC Vacancy B. Dunn
  
- 7. **Public Input**
  
- 8. **Board Member Roundtable**
  
- 9. **Upcoming Meeting(s)**
  - A. TDC Board: February 22, 2018 @ 8:15 a.m., Government Center, Boardroom
  
- 10. **Adjournment** J. Brooks