



**Highlands County Tourist Development Council  
Highlands County Government Center Boardroom  
600 S. Commerce Ave, Sebring, Florida  
December 12, 2017 at 8:15 a.m.**

1. **Call to Order / Pledge / Meeting Notice / Roll Call (Quorum)** D. Elwell
2. **Acceptance of TDC Meeting Minutes of October 26, 2017** D. Elwell
3. **Financial and Office Reports** D. Elwell / D. Knight
4. **Marketing Update**
  - A. November Marketing Report C. Hartt
5. **Items for Voting**
  - A. The Rotary Club of Avon Park Charitable Foundation, Inc request \$1,000 for the 8<sup>th</sup> Annual Avon Park Rotary Club Bluegrass & Blueberry Festival A. Oldham
  - B. South Florida State College request \$900 for the January 2018 Matinees L. Lynch
  - C. South Florida State College request \$900 for the February 2018 Matinees L. Lynch
  - D. South Florida State College request \$900 for the March 2018 Performances L. Lynch
  - E. Fishers of Men Tournament Sponsorship C. Hartt
  - F. The Heartland Triathlon, Inc request \$5,000 for the Heartland Triathlon D. Andrews
6. **Old Business/Discussion**
  - A. New Event/Event Enhancement Grant Incentive Program Update C. Hartt/L. Barber
  - B. Postcard Mural Discussion D. Elwell
  - C. Tourist Development Tax Discussion D. Elwell
7. **Public Input**
8. **Board Member Roundtable**
9. **Upcoming Meeting(s)**
  - A. TDC Board: January 11, 2018 @ 8:15 a.m., Government Center, Boardroom
10. **Adjournment** D. Elwell