



Highlands County Tourist Development Council
Highlands County Government Center Boardroom
600 S. Commerce Ave, Sebring, Florida
March 30, 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 February 23, 2017 D. Elwell
3. Financial and Office Reports D. Elwell / D. Knight
4. Marketing Update C. Hartt
 - A. February Marketing Report
5. Items for Voting/Discussion
 - A. Travel/Conference Request C. Hartt
 - B. Postcard Mural Project C. Hartt
 - C. Lead Marketing Consultant Contract D. Elwell
 - D. Director Terms – Two Vacancies on 5/2/17 D. Elwell
6. Public Input
7. Board Member Roundtable
8. Upcoming Meeting(s)
 - A. TDC Board: April 27, 2017 @ 8:15 a.m., Government Center, Boardroom
 - B. Tourist Tax Lakes Meeting: April 12, 2017 @ 2:00 p.m., TDC, Conference Room
9. Adjournment D. Elwell