



Highlands County Tourist Development Council
Highlands County Government Center Boardroom
600 S. Commerce Ave, Sebring, Florida
August 25, 2016 at 8:15 a.m.

1. **Call to Order / Pledge / Meeting Notice / Roll Call (Quorum)** D. Elwell
2. **Acceptance of TDC Meeting Minutes of July 21, August 4, and August 17, 2016.** D. Elwell
3. **Financial and Office Reports** D. Elwell / D. Knight
4. **Marketing Update** C. Hartt / C. Hatfield
 - A. July Marketing Report
 - B. Update on Captured: Highlands County L. Ebert
5. **Items for Voting/Discussion**
 - A. Lucky Dick Promotions, Inc. request \$30,000 to advertise the CountryFlo Music Festival. The Grants Review Panel recommended \$5,000 without room night verifications and an additional \$5,000 with room nights required. C. Hatfield/C. Miller
 - B. Highlands Art League request \$1,000 each for three events at the Yellow House Gallery for a total of \$3,000 L. Ebert
 - C. Sebring Mainstreet Inc. request \$1,000 for the 4th Round on the Circle event C. Matthews
 - D. The Sebring Partnership request \$1,000 for the Oktoberfest/Firematics J. Swain
 - E Approval of 2016 -2017 Marketing Plan & Budget C. Hartt
 - F Renewal of the Lead Marketing Consultants Contract V. Pontius
 - G. Event Grant Application Amendments C. Hartt
6. **Old Business**
 - A. Rebranding/Logo Update C. Hartt
7. **Public Input**
8. **Board Member Roundtable**
9. **Upcoming Meeting(s)**
 - A. Tourist Tax Lakes Committee: September 14, 2016 @ 2:00 p.m., TDC, Conference Room
 - B. TDC Board: September 29, 2016 @ 8:15 a.m., Government Center, Boardroom
10. **Adjournment** D. Elwell

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