



**Highlands County Lakes Association Tourist Tax Committee
Regular Meeting
Highlands County Visitor and Convention Bureau
Conference Room
501 S. Commerce Avenue, Suite 3
Sebring, Florida 33870
June 8, 2016 at 2:00 p.m.**

- 1. The meeting was called to order at 2:01 p.m. by Chair McCadam. The Public Notice was read.**

Roll Call

Committee Members Present:

Dave McCadam, Chair
Richard Reaney
John Ruggiero

Committee Members Absent:

Also Present:

Commissioner Elwell, Board of County Commissioners
Vicki Pontius, Leisure Services Director
Dana Knight, Tourist Development Administrative Assistant
Casey Hartt, Lead Marketing Consultant

Chair McCadam established that a quorum was present and the meeting was properly noticed.

- 2. Acceptance of Meeting Minutes of March 9, 2016**

Chair McCadam inquired if there were any comments or changes to the minutes of March 9, 2016. There were none.

Motion was made by Mr. Ruggiero and Mr. Reaney seconded the motion, to accept the minutes of the March 9, 2016 meeting. All the committee members voted aye. The motion carried.

3. Financial & Budget Reports

Commissioner Elwell presented the Monthly Expenditure and Revenue Reports for the month of March 2016.

Mr. Ruggiero made a motion, to approve the financial reports as presented. The motion was seconded by Mr. Reaney. All the committee members voted aye. The motion carried.

4. Marketing Update

Ms. Hartt gave a brief update on the Current Marketing Campaign.

5. New Business

A. Lakes Brochure Update and Discussion

Ms. Hartt discussed the current Lakes Brochure.

After a discussion, the committee directed Ms. Hartt to bring back to the next Lakes Committee meeting a draft of the new content and layout.

7. Public Input

None was provided.

8. Committee Member Roundtable

Commissioner Elwell stated the County is currently working on next year's budget.

Ms. Pontius discussed a request for Lake June in Winter Bishop Park seawall replacement. After the discussion Mr. McCadam asked for a vote on the project.

Mr. Reaney made a motion and Mr. Ruggiero seconded the motion, to recommend \$18,000 to Highlands County Parks and Natural Resources. For the replacement of the Lake June-In-Winter Bishop Park seawall. Funds to be disbursed from Cost Center 5306, Lakes Tourist Tax. All the committee members voted aye. The motion carried.

10. Upcoming Meeting(s)

A. TDC Board: June 23, 2016 @ 8:15 a.m., Government Center, Boardroom

B. Tourist Tax Lakes Committee: September 14, 2016 @ 2:00 p.m., VCB, Conference Room

Adjournment

Chair McCadam adjourned the meeting at 2:53 p.m.

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



Lakes Minutes
backup 6-8-16.pdf



Lakes Agenda
Packet 6-8-16.pdf



Lake
June-In-Winter Req