



**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  
September 14, 2016 at 2:00 p.m.**

**1. The meeting was called to order at 2:02 p.m. by Chair McCadam. The Public Notice was read.**

**Roll Call**

Committee Members Present:

Dave McCadam, Chair

John Ruggiero

Committee Members Absent:

Richard Reaney

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 June 8, 2016**

Chair McCadam inquired if there were any comments or changes to the minutes of June 6, 2016. There were none.

Motion was made by Mr. Ruggiero and Mr. McCadam seconded the motion, to accept the minutes of the June 6, 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 June 2016.

Mr. Ruggiero made a motion, to approve the financial reports as presented. The motion was seconded by Mr. McCadam. 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.

In an effort to speed up the process the committee directed Ms. Hartt to email any future changes to the Fishing Guide to the committee for their review.

### **7. Public Input**

None was provided.

### **8. Committee Member Roundtable**

Ms. Pontius informed the committee that the department of Health and Parks and Natural resources received a Zika Virus grant allowing them to distribute blister sheets of 12 tables though out Highlands County for public distribution.

Ms. Hartt asked if the Committee would like to receive the quotes for the Fishing brochure. Mr. McCadam stated that they would like to receive an email to keep them in the loop.

### **10. Upcoming Meeting(s)**

**A.** TDC Board: October 6, 2016 @ 8:15 a.m., Government Center, Boardroom

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

### **Adjournment**

Chair McCadam adjourned the meeting at 2:54 p.m.

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



TDC Lakes Agenda Packet 9-14-16.pdf TDC Marketing Plan 2016-2017.docx