

Jackson County Tourist Development Council
April 16, 2018 Minutes

Chairman Mark Panichella opened the meeting at 3:30 p.m.

TDC Director, Christy Andreasen, said roll call. Members present were Chairman Mark Panichella, Allen Ward, Commissioner Pate, Jacob Strickland, Ray Windham, and Linda Wilson. Edd Sorenson, Jason Johnson, and Patrick Bellamy were absent. Cole Thompson attended as a guest.

Agenda

Christy Andreasen stated that there were a few changes to the agenda – Big Dog Rodeo would not be presenting their date change request, the Florida Panhandle Classic event would need to present via phone, and review of Trips to Discover campaign would be added under Director's Report. A motion was made to approve the amended agenda by Allen Ward, seconded by Commissioner Pate, and approved unanimously.

Minutes

A motion was made to approve the March minutes by Allen Ward, seconded by Ray Windham, and approved unanimously.

Financial Report

Christy Andreasen reported on the bed tax collections for January. The 3% collections were \$17,541.30 and the 1% collections were \$5,847.10. March rent for the Russ House was \$1,175.00.

A motion to approve the financials was made by Commissioner Pate, seconded by Allen Ward and passed unanimously.

Upcoming Grants

Caverns Cultural Celebration: Christy Andreasen presented an advertising grant request from Florida Caverns State Park for the Caverns Cultural Celebration. Christy Andreasen stated the organization would present on the request at the next meeting.

Grants to Present/Award

Christy Andreasen stated that Mr. Cannizarro was unable to be present at the meeting and would be joining for discussion by phone. Mr. Cannizarro gave an overview of the Florida Panhandle Classic roping event and stated that the event was requesting

\$10,000.00 for various expenses. Christy Andreasen stated that she had reviewed these with event organizers and discussed eligible expenses, equivalent to potentially \$7,300.00, although she was unsure about some of the identified expenses. With no further questions for Mr. Cannizarro, the call was ended.

Christy Andreasen stated that she felt most confident advising the board to reimburse the advertising and event facility expenses, as those were clearly stated as eligible for reimbursement. Discussion was held on funding the event. A motion was made to approve the grant request in the amount of \$3,550.00 by Allen Ward, seconded by Commissioner Pate and passed unanimously.

Advertising

Christy Andreasen presented information on four advertising opportunities.

FSView: Upon review by the council, members stated they thought local businesses would be better suited for advertising in this publication. No action was taken.

WTVY Weekend Planner: Christy Andreasen stated this was a weekly recurring spot on the morning news show of WTVY and its sister stations. Content would be produced by WTVY and aired each week for a minimum of six months. The total cost for the campaign would be \$9,000.00 and the stations primarily covered the area within an hour's drive of Jackson County. Discussion was held and the board agreed that the funding would be better allocated elsewhere that would reach further outside of the county.

i-10 Beyond the Exits: Members were updated by Andreasen on the status of business involvement for the ads in the Beyond the Exits publication. She reminded members that a decision wasn't needed until the May TDC meeting. Board members unanimously agreed to hold off on a final decision until the May meeting.

Living Bird: Christy Andreasen stated that she had reached out to Living Bird regarding additional digital options at the request of the board. Living Bird only offers digital marketing on a CPM basis. No action was taken by the board.

Director's Report

Christy Andreasen gave a report on attendance at the 231 Welcome Center Spring Festival and asked board for approval to attend the i-10 Welcome Center Summer Festival on June 8. A motion to grant the request to attend the i-10 Welcome Center Summer Festival was made by Commissioner Pate, seconded by Allen Ward and passed unanimously.

Christy Andreasen gave an update on the proposed ordinance to levy an additional 1% tourist development tax. She stated that after further review, it would be in the council's best interest to hold off at this time.

Christy Andreasen informed council members that JCBOCC had instructed her to form a film permit advisory committee to establish filming policies/permits for the county. An open to the public meeting had been scheduled for May 2, 2018 at 9 am at the Russ House.

Christy Andreasen presented council members with a draft FY 18-19 Strategic Plan and advised council members to review the plan before adopting after budget.

Christy Andreasen stated that she had volunteered to be an alternate to attend the Houston Summer Boat Trade Show on behalf of RWSAC and JCTDC. She stated that at the time, she did not realize the close proximity to Southeast Tourism Society's Marketing College and other events/meetings that will keep her out of office during the month. She asked the board for their opinion and guidance on attending the show. A motion to deny JCTDC Director from attending the Houston Summer Boat Trade Show was made by Commissioner Pate, seconded by Jacob Strickland and passed unanimously.

Christy Andreasen gave an update on the Trips to Discover digital campaign and presented board members with a preview of the user generated content video. Board members commented that they were concerned for lack of representation in canoeing, fishing, and boating and stated that they felt as if a lot of the videos and photos were repeated too frequently. Members also inquired as to why the video didn't mention some of the other attractions in the area. Andreasen replied that it was hard to fit a lot of content in the video with the short amount of time the video was allotted. Andreasen also stated that she would like to pursue additional campaigns similar to this to highlight various aspects of Jackson County.

Other Business

Christy Andreasen presented updated drafts of the Policies and Procedures and Bylaws and stated the TDC would be holding a combined special meeting with the BOCC to discuss and potentially adopt these on May 22 at 5:00 pm.

Christy Andreasen reviewed the submitted Proposed Small Equipment and Capital Outlay Request for Fiscal Year 18-19 budget. She stated she didn't see anything that was not a necessary expense for next year, with the exception of the \$2,500.00 allocated for wildflower signs on county roads. Christy Andreasen stated that the TDC would review the budget in detail at the May 21, 2018 budget meeting at 2:30 pm.

Christy Andreasen reminded council members again of the following upcoming meetings:

TDC Budget – May 21, 2018 at 2:30 pm – Russ House

TDC Regular Meeting – May 21, 2018 at 3:30 pm – Russ House

TDC/BOCC Special Meeting – May 22, 2018 at 5:00 pm – BOCC Board Room

Public Comment

Chairman Mark Panichella asked guest Cole Thompson if he had any questions or comments, to which Mr. Thompson replied that he did not and he was just required to sit it on a public meeting for an assignment for one of his classes.

With no further business to conduct, a motion to adjourn was made by Commissioner Pate, seconded by Allen Ward and passed unanimously. Meeting adjourned at 5:22 pm.

Respectfully Submitted,

Christy Andreasen
TDC Director

Mark Panichella
TDC Chairman

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