

Jackson County Tourist Development Council
February 19, 2018 Minutes

Chairman Mark Panichella opened the meeting at 3:34 p.m.

TDC Director, Christy Andreasen, said roll call. Members present were Chairman Mark Panichella, Vice Chairman Allen Ward, Edd Sorenson, Patrick Bellamy, Jacob Strickland, and Ray Windham. Commissioner Pate and Jason Johnson were absent. One seat was vacant. Guests in attendance were Glenn Cale and Dene Ulmschneider.

Agenda

Christy Andreasen announced that Florida BASS Nation (FBN) would be presenting at the beginning of the meeting with the vote on their funding taking place later in the meeting as noted on the agenda and the National Speleological Society-Cave Diving Section (NSS-CDS) had requested an expedited process allowing them to present at today's meeting. A motion was made to approve the amended agenda by Allen Ward, seconded by Edd Sorenson, and approved unanimously.

Minutes

A motion was made to approve the January minutes by Edd Sorenson, seconded by Ray Windham, and approved unanimously.

Sponsorships/Grants to Present

Florida BASS Nation: Glenn Cale, representative from Florida BASS Nation Jr-HS Division presented a sponsorship request for \$5000 to cover miscellaneous expenses for the March 10-11 events on Lake Seminole in Sneads. Mr. Cale stated that he had already spoken with Sneads Town Manager, Connie Butts, and had reserved the park for the event. The fishing tournament would host approximately 130 boats on Saturday for the Jr-HS State Qualifier Tournament and the adult Northwest Florida Regional Qualifier. On Sunday, FBN estimates 100 boats to compete in the Jr-HS division. Adults will only compete on Saturday. Out of the \$5000 requested, \$4000 would go towards expenses for the youth portion of the tournament, with the additional \$1000 allocated for the adult division expenses. Mr. Cale stated that FBN was hoping to bring the State Tournament to Sneads in 2019 as well. Christy Andreasen reminded the board that they would be voting on this later in the meeting. Mr. Cale thanked the board for their time and left the meeting.

Financial Report

Christy Andreasen reported the bed tax collections for November. The 3% tax collections were \$19,562.16 and the 1% collections were \$6,520.72.

Christy Andreasen stated that Account Line Number 552-830-100 had been created for the Bellamy Bridge Footbridges Project and showed a -\$100 balance. This account will utilize funds from the carry-forward that reflect a commitment from 2014 that was never fulfilled.

Christy Andreasen reported that the Russ House collected \$650.00 in rent for January 2018. A \$345 expense was charged to the Russ House Building Maintenance for a broken pipe during the freeze.

A motion was made to approve the January financials by Edd Sorenson, seconded by Jacob Strickland and passed unanimously.

Christy Andreasen presented a budget amendment request to the board. During the budget process last year, the TDC failed to allocate the \$5000 in grant matching funds paid annually to RiverWay South. Christy Andreasen requested an amendment moving \$5000 from TDC Reserves to a separate line item for RiverWay South.

A motion to approve the budget amendment was made by Edd Sorenson, seconded by Ray Windham and passed unanimously.

Director's Report

Christy Andreasen provided copies of the two previously approved Visit Florida grants. A third grant was also presented for approval by the board, allowing Jackson, Washington, and Holmes Counties to seek funding for an agritourism workshop in February 2019. Due to time constraints, Washington County had already submitted the grant on behalf of the three counties, and Andreasen stated that the board would still need to approve the grant. A motion to approve the Cultural, Heritage, Rural, and Nature Tourism Educational Grant with Jackson, Washington, and Holmes Counties was made by Allen Ward, seconded by Edd Sorenson and approved unanimously.

Christy Andreasen gave a brief report on the travel shows attended in January and February. Approximately 950 visitor information packets were distributed during the two shows.

Christy Andreasen reported that the February 8 daytrips were very well attended, with 44 participants. The group visited the Caverns, the Russ House, the Battle of Marianna walking tour sites, and ended the day at Southern Craft Creamery.

Christy Andreasen informed the board that she hadn't heard of any significant changes to the current legislative concerns and she is still planning on holding a combined workshop or special meeting of the TDC with the BOCC and county attorney. Date is to be determined for the shared meeting.

Christy Andreasen presented a request from Mary-Roselyn Jernigan, student at UF and intern of TDC for summer 2017, asking board members to provide answers to three questions for a project she is working on for school. Christy Andreasen stated that she would like the board members to provide their answers at the end of the meeting.

Christy Andreasen reported that the funding request for the Traveling Wall had been pulled. Charlotte Brunner had informed Andreasen that they missed the funding deadline to get the Wall to the Fly-In in 2018, funds were needed by September. Christy Andreasen stated that she had advised Ms. Brunner to resubmit a funding request in June 2018 for approval by September 2018.

Christy Andreasen informed the board she had been selected to sit on the newly formed Jackson County Economic Development Committee (JCEDC) to represent the tourism industry. Andreasen stated she was open to suggestions if the board felt someone else should represent tourism for JCEDC. A motion to approve the TDC Director to sit on the JCEDC board of directors was made by Edd Sorenson, seconded by Allen Ward and passed unanimously.

Upcoming Grants

2018 Malone Pecan Festival and Fun Day: Christy Andreasen presented the application submitted for funding the 2018 Malone Pecan Festival and Fun Day. The board discussed the application and came to the conclusion that while the event drew a large crowd for the one-day event, it should be either a two-day event or provide more of a documented tourist draw to receive TDC funding. Board members agreed to reconsider the application if either of the stipulations could be met.

Grants to Present

NSS-CDS: Edd Sorenson, owner of Cave Adventurers and board member of the NSS-CDS, and Dene Ulmschneider, affiliate of the NSS-CDS, presented a sponsorship request for the 2018 NSS-CDS International Conference to be held in Marianna May 18-20, 2018. Edd Sorenson stated the International Conference was usually held in Lake City, Florida, but after a very successful Winter Workshop, the NSS-CDS opted to pursue Marianna as the host city for the 2018 conference. The closest potential attendees would reside in parts of Florida and Georgia that would warrant an overnight stay for the event and other attendees and vendors would be coming from various parts of the US as well as some from international sites. Dene Ulmschneider stated he would

be assisting in the event coordinating process and event organizers were requested a \$2000 sponsorship to cover costs associated with creating banners, t-shirts, and bags, among other eligible expenses. Dene also asked if the board could further expedite the process and vote on the funding at today's meeting. A motion to further expedite the funding process and take a vote at the February 19 meeting was made by Allen Ward, seconded by Patrick Bellamy, and passed 5-0-1, with Edd Sorenson abstaining due to involvement with the event.

Grants to Award

Florida BASS Nation: A motion to approve the \$5000 sponsorship for Florida BASS Nation was made by Ray Windham, seconded by Edd Sorenson, and passed unanimously.

Town of Sneads Drag Boat Races: A motion to approve the \$3500 grant for the Town of Sneads Drag Boat Races was made by Edd Sorenson, seconded by Jacob Strickland, and passed unanimously.

NSS-CDS: A motion to approve the \$2000 sponsorship for the 2018 NSS-CDS International Conference was made by Allen Ward, seconded by Ray Windham, and passed 5-0-1, with Edd Sorenson abstaining due to involvement with the event.

Final Evaluation

2017 Malone Pecan Festival and Fun Day: Christy Andreasen presented the final evaluation for the Malone Pecan Festival and Fun Day. She stated the board had awarded \$2684 for the event, but she had only found \$1821 to be eligible for reimbursement due to out of county advertising stipulations. A motion to reimburse the Malone Pecan Festival and Fun Day in the amount of \$1,821.00 was made by Allen Ward, seconded by Edd Sorenson, and passed unanimously.

GRS Basketball: Christy Andreasen presented the final evaluation submitted by Grand Ridge School for the New Year's Ocheesee Shoot-Out Basketball Tournament. GRS had been awarded \$3000 for expenses related to the tournament, with \$2524.25 of the expenses submitted eligible for reimbursement. A motion to reimburse Grand Ridge School in the amount of \$2,524.25 was made by Edd Sorenson, seconded by Allen Ward and passed unanimously.

Advertising

Christy Andreasen presented information on advertising opportunities through *Adventure Outdoors, Durden Billboards, Better Homes & Gardens, Visit Florida co-op in Martha Stewart Living, EatingWell, and AllRecipes, and American Road*. The board discussed each of the options available and how funding should be spent with the

amount of advertising funds remaining. The board agreed that American Road Magazine best fit the target market. Christy Andreasen stated that she would prefer a digital campaign over print ad, and suggested splitting a few months of the Regional Itinerary and Getaway campaigns with Washington County TDC to promote the Historic 90 Corridor. A two-page spread would cost \$486/month and could be split between the two counties if Washington County approved the expense. A motion to approve a two-page Regional Itinerary and Getaways advertisement on American Road magazines website for up to three months, with or without Washington County was made by Allen Ward, seconded by Edd Sorenson, and passed unanimously.

Other Business

Mark Panichella exited the meeting.

Christy Andreasen provided an update on the Bellamy Bridge Heritage Trail. Rett Daniels, Parks and Recycling Director, had submitted an application for a permit to start work on the footbridges, as reflected in the financial report. Additional expenses related only to the construction of the footbridges would be taken from the \$5000 previously committed to the project by the TDC.

Mark Panichella returned to the meeting.

Christy Andreasen stated that the Visitor's Guide update process was slowly progressing. Response rate from the 160+ businesses in regards to the Visitors Guide update was very poor. TDC employees will continue to compile information needed for the visitor's guide update when they have time.

Ray Windham exited meeting.

Christy Andreasen stated that the TDC was low on stock of current Visitor Guides and would need to place an order to hold them over until new ones could be made. A motion to purchase 5000 visitor guides was made by Allen Ward, seconded by Jacob Strickland, and passed 5-0, with Ray Windham absent from the vote.

Ray Windham returned to the meeting.

Christy Andreasen provided an update on agritourism for the county. Interested farms had been identified and work has been completed on compiling information and photos for Jackson County, while work on helping other counties inventory resources in the RiverWay South region had begun. Final production on the Jackson County AgriTourism guide will begin once the RWS region counties have identified the resources they will be listing on their guides.

Christy Andreasen updated the board on the status of the Circle D/Big Dog Rodeo bull riding event. The February event that had received funding from the TDC was postponed indefinitely due to inclement weather. Matt Dryden had reached out to Christy Andreasen about changing the date for the TDC sponsored event. Andreasen asked for the board's opinion and it was decided that Matt Dryden would need to present a formal date change request at the March TDC Meeting.

Christy Andreasen informed the board of the Trips to Discover campaign content, set to launch in May. The Trips to Discover content team stated that Merritt's Mill Pond and Jackson blue Springs had the most user-generated content available online and suggested highlighting those two areas.

Edd Sorenson stepped out of the meeting.

Christy Andreasen stated that it was time for the annual website hosting renewal through Kerigan Marketing. A motion to renew the website hosting agreement with Kerigan Marketing was made by Allen Ward, seconded by Ray Windham, and passed 5-0, with Edd Sorenson out for the vote.

Edd Sorenson returned to the meeting.

Christy Andreasen presented advertising information for USA Today. No action was taken.

Christy Andreasen presented a request to attend the 2018 Tourism Marketing College in Dahlonega, Georgia this summer as a form of continuing education. A motion was made to send the TDC Director to Tourism Marketing College this summer by Allen Ward, seconded by Edd Sorenson, and passed unanimously.

Christy Andreasen addressed the vacancy on the board. Linda Wilson of Malone expressed interest in serving on the board. A motion to suggest Linda Wilson fill the vacancy on the TDC board to the BOCC was made by Allen Ward, seconded by Edd Sorenson, and passed unanimously.

Christy Andreasen announced the next meeting would be March 19 at 3:30 pm.

With no further business to conduct, a motion to adjourn was made by Edd Sorenson, seconded by Allen Ward, and passed unanimously. Meeting adjourned at 6:02 p.m.

Respectfully Submitted,

Christy Andreasen
TDC Director

Mark Panichella
TDC Chairman

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