

Jackson County Tourist Development Council
January 8, 2018 Minutes

Chairman Mark Panichella opened the meeting at 3:36 p.m.

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

Agenda

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

Minutes

A motion was made to approve the December minutes by Allen Ward, seconded by Jason Johnson, and approved unanimously.

Financial Report

Christy Andreasen reported the bed tax collections for October. The 3% tax collections were \$20,165.66 and the 1% collections were \$6,721.89.

Christy Andreasen stated that the final adjustments to the September 2017 budget were made, which updated the TDC reserve amount and the conference center reserve amount.

Christy Andreasen reported that the Russ House collected \$675.00 in rent for December 2017.

A motion was made to approve the amended September financials and the December financials by Jason Johnson, seconded by Commissioner Pate and passed unanimously.

Director's Report

Christy Andreasen asked to apply for two Visit Florida grants on behalf of Jackson County TDC. The first grant would be an advertising grant valued at \$2500 with a \$2500 match. The second grant would be a Cultural, Heritage, Rural, and Nature Tourism Marketing Grant valued at \$5000 with a \$2500 match. A motion to apply for

two Visit Florida grants was made by Allen Ward, seconded by Commissioner Pate and passed unanimously.

Christy Andreasen reported she would be attending travel shows in January and February with Heather Lopez from Washington County to advertise the annual snowbird day trips. The Jackson County snowbird day trips are scheduled for February 8, 2018.

Christy Andreasen reported on HB3 and the TDC Policy and Procedures updates discussed in fall 2017. Michelle Jordan, County Attorney, has advised holding off on revisions until the legislative session is finished.

Christy Andreasen informed council members that a Jeep event was looking to come to Jackson County in February/March 2019 and she would update board members as she learned more.

Upcoming Grants

Florida BASS Nation: Christy Andreasen stated representatives from Florida BASS Nation had contacted the TDC about hosting a state and regional qualifying event on Lake Seminole in Sneads in March 2018. A motion to expedite the process and allow Florida BASS nation to present and members to vote on event sponsorship at the next meeting was made by Edd Sorenson, seconded by Jason Johnson and passed unanimously.

Grants to Present

Sneads Drag Boat Races: Connie Butts, Sneads Town Manager, presented a request for \$3500 in sponsorship funds for their annual drag boat races held in June. The funds are requested for use in purchasing event t-shirts, advertising, and other eligible expenses. The Town of Sneads is requesting more funds than last year in hopes to expand their advertising reach. Competitors will be coming from all over the Southeast through the Southern Outlaw Drag Boat Association. No action was taken and a vote will be taken at the next meeting.

Grants to Award

Marianna Fly-In: A motion to fund Skywarrior Flight Support with a \$2000 advertising grant was made by Edd Sorenson and seconded by Jason Johnson. After discussion, Edd Sorenson moved to amend the grant amount to \$2500, seconded by Jason Johnson and passed 6-1-, with Commissioner Pate opposed and Allen Ward abstaining.

Vietnam Veterans Memorial Traveling Wall: Motion to provide City of Marianna with an \$8000 grant for eligible expenses to bring the Traveling Wall to the Marianna Fly-In was made by Jason Johnson, seconded by Ray Windham, and passed 4-3-1, with Jacob

Strickland, Patrick Bellamy, and Commissioner Pate opposed and Allen Ward abstaining.

Circle D Bull Riding: A motion to provide Big Dog Rodeo Co. with a \$3700 sponsorship for eligible expenses was made by Allen Ward, seconded by Edd Sorenson, and passed 7-1, with Commissioner Pate opposed.

Advertising

AAA Living South: A motion was made by Commissioner Pate to purchase a 1/12 page ad in the July/August issue of AAA Living South in the Georgia and Central Florida regions for \$2,366.00, seconded by Ray Windham and passed unanimously.

Patrick Bellamy exited the meeting.

National Geographic Traveler: A motion to allow the TDC Director to secure an advertisement through the Visit Florida co-op, if pricing could fit our needs in the range of \$4000-6000 was made by Commissioner Pate, seconded by Edd Sorenson and passed unanimously.

Horizon Travel & Lifestyle: Christy Andreasen presented information on an advertisement opportunity with Horizon Travel & Lifestyle Magazine, a Toronto based publication. No action was taken.

Other Business

A motion to reappoint Mark Panichella to the TDC Chairman position was made by Edd Sorenson, seconded by Allen Ward, and passed 6-0-1, with Mark Panichella abstaining and Patrick Bellamy still out of the meeting.

A motion to reappoint Allen Ward to Vice Chair was made by Edd Sorenson, seconded by Jason Johnson, and passed 6-0-1, with Allen Ward abstaining and Patrick Bellamy out of the meeting.

Christy Andreasen informed council members of recent inquiries regarding TDC involvement on the Bellamy Bridge Heritage Trail project. Board members agreed that any past financial commitments would be found in the TDC meeting minutes.

At 4:58 pm, Patrick Bellamy returned to the meeting.

At 4:59 pm, Jason Johnson left the meeting.

Christy Andreasen presented a request to reclassify the TDC Administrative Support II position, pay grade 113, to a Admin Support II/Russ House Manager position, pay grade 120. Reclassification would reflect updated job description and duties and is

requested upon a better understanding of what the position entails. A motion to reclassify the TDC Admin Support II position with pay grade 117 was made by Allen Ward, seconded by Ray Windham, and passed 6-1, with Commissioner Pate opposed.

Christy Andreasen presented a contract renewal for Russ House pest control services from Panhandle Pest Control. A motion to approve the service contract renewal and send to BOCC for final approval was made by Commissioner Pate, seconded by Allen Ward, and passed unanimously.

Christy Andreasen reported that RiverWay South will be having a presentation at the Republican Club meeting on January 9 at 11:30 am at Jim's Steakhouse in Marianna. All are invited to attend.

Christy Andreasen announced the next meeting would be February 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 5:32 p.m.

Respectfully Submitted,

Christy Andreasen
TDC Director

Mark Panichella
TDC Chairman

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