

Jackson County Tourist Development Council
March 19, 2018 Minutes

Commissioner Pate opened the meeting at 3:30 p.m.

TDC Director, Christy Andreasen, said roll call. Members present were Commissioner Pate, Edd Sorenson, Jason Johnson, Ray Windham, and Linda Wilson. Chairman Mark Panichella, Vice Chairman Allen Ward, and Jacob Strickland were absent. Patrick Bellamy entered the meeting at 3:39 p.m. Homer Hirt attended as a guest.

Christy Andreasen stated that with the absence of the Chair and Vice Chair, the present members needed to establish a temporary Chair to conduct business for the meeting. A motion was made to appoint Commissioner Pate as temporary Chairman by Jason Johnson, seconded by Edd Sorenson and passed unanimously.

Agenda

Christy Andreasen stated that there would be an addition to the agenda under Other Business – discussion on pursuing an additional 1% Tourist Development Tax. A motion was made to approve the amended agenda by Edd Sorenson, seconded by Jason Johnson, and approved unanimously.

Minutes

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

Financial Report

Christy Andreasen 17,729.93 and the 1% collections were \$5,909.98. February rent for the Russ House was \$675.00. A motion to approve the financials was made by Jason Johnson, seconded by Edd Sorenson and passed unanimously.

FY18-19 Budget Planning: Christy Andreasen informed council members that budget started early for the Board of County Commissioners this year. Preliminary budget processes are already underway and the Small Equipment and Capital Outlay Budgets are due on March 23, 2018. A motion was made to allow the TDC Director to prepare

and submit preliminary budget items as requested to the county Administrative Services Director by Edd Sorenson, seconded by Ray Windham, and passed unanimously.

FY 18-19 TDC Budget Meeting: Christy Andreasen presented a request to set the 2018-2019 TDC Budget Meeting on May 21, 2018 before the regularly scheduled TDC Meeting. A motion was made to set the TDC Budget Meeting for May 21, 2018 at 2:30 p.m. by Edd Sorenson, seconded by Jason Johnson, and approved unanimously.

Director's Report

Christy Andreasen gave a legislative update and informed council members of the expected impacts on the TDC.

Christy Andreasen gave a report on her attendance to the Toronto Outdoor Adventure Show as an exhibitor with RiverWay South and Natural North Florida.

Christy Andreasen informed members that she had registered the TDC for the 231 Welcome Center Spring Festival and is seeking council approval to attend. A motion was made to allow the TDC Director to attend the 231 Welcome Center Spring Festival by Jason Johnson, seconded by Edd Sorenson, and passed unanimously.

Christy Andreasen gave a report on the AgriTourism workshop held at the beginning of March. The Florida Agritourism Association was there and provided information on membership and benefits. Christy Andreasen presented a request for the TDC to join the Florida Agritourism Association as a founder with a one-time lifetime membership fee of \$1,000.00. A motion was made to approve the request by Jason Johnson, seconded by Edd Sorenson, and passed unanimously.

Christy Andreasen presented a request to host a Visit Florida Press Tour. Council members stated that they would like more information before deciding to move forward.

Christy Andreasen presented a request to attend Leadership Jackson County. A motion was made to allow the TDC Director to attend leadership Jackson County by Edd Sorenson, seconded by Jason Johnson, and passed unanimously. Commissioner Pate suggested gaining approval from the County Administrator first as the program required missing part of a regular work day each month through November.

Upcoming Grants

Florida Panhandle Classic: Christy Andreasen presented a sponsorship funding request from JX2 Productions for the Florida Panhandle Classic roping event. Christy

Andreasen advised board members to expedite the process and allow JX2 Productions to present and have a vote taken at the next meeting. A motion was made to expedite the sponsorship process by Jason Johnson, seconded by Edd Sorenson, and passed unanimously.

Advertising

Christy Andreasen presented information on advertising opportunities in Good Housekeeping, Woman's Day, Redbook, Conde Nast Traveler, The New Yorker, Demo Awards/Tallahassee Democrat, Beyond the Exits, and Living Bird. The board opted to review the Beyond the Exits opportunity and Jason Johnson asked the TDC Director to look into any CPA opportunities for Living Bird. No action was taken on the other advertising opportunities.

Other Business

Christy Andreasen stated the Big Dog Rodeo Bull Riding Event date change request would be moved to the next meeting since Mr. Dryden was not present.

Christy Andreasen presented information on the FADMO Silent Auction to take place at the Destination Marketing Summit. No action was taken.

Christy Andreasen presented a request to set a date for a combined Special Meeting between the TDC and Jackson County BOCC to discuss Policies and Procedures, Bylaws, statutes, ordinances, funding requests, and other items as seen fit. The board collectively decided to schedule the Special Meeting for May 22, 2018 at 5:00 p.m.

Christy Andreasen presented a request for the TDC to pursue collection of an additional 1% Tourist Development Tax, as allowed by s. 125.0104(3)(n), Florida Statutes. The additional 1% tax would be collected from travelers staying at transient rental facilities in Jackson County, just like the other 4% already collected. The additional 1% is currently valued at approximately \$72,000 and would be used to advertise and promote tourism to Jackson County. A motion was made to pursue the additional 1% tourist development tax by Patrick Bellamy and seconded by Jason Johnson. A vote was called for, receiving no votes for or against, and the temporary chairman declared the motion passed.

Christy Andreasen announced the next meeting would be April 16 at 3:30 pm.

Public Comment

Ray Windham provided information on an event to be held on April 28 at Lilypad Adventures and questioned bed tax collection procedures for the event.

With no further business to conduct, the meeting was adjourned at 5:12 p.m.

Respectfully Submitted,

Christy Andreasen
TDC Director

Mark Panichella
TDC Chairman

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