

## Leon County Tourist Development Council Minutes of the May 19, 2009 Meeting

**MEMBERS PRESENT:** Russell Daws, Chairman  
Chucha Barber  
Marc Bauer  
Georgia Ackerman  
Sam Patel  
Michelle Wilson

**MEMBERS ABSENT:** Commissioner Allan Katz  
Commissioner John Daily  
Mayor John Marks

**STAFF PRESENT:** Lee Daniel  
Kaye Strong-Hogan  
Wanda Barnard

**GUESTS PRESENT:** Sharon Liggett, TACVB  
Stephanie Reaves, TACVB  
Brian Hickey, TACVB  
Carrie Blanchard representing Mayor John Marks  
Cathy Branch representing Commissioner Katz  
Jay Revell representing Commissioner Daily  
Ken Morris, Leon County  
Chris Holley II, Leon County  
Beneshea Simmons, Leon County  
Tola Thompson, FAMU  
Will Brown, Tallahassee Democrat  
George Armstrong, Goodwood Museum  
Peggy Brady, COCA  
Michael Parker, City of Tallahassee

**Call to Order** - The meeting was called to order at 10:40 a.m. by Chairman Russell Daws. Chairman Daws extended a welcome to TDC members and guests and recognized Marc Bauer as a new member to the TDC. Chairman Daws requested self introductions for the record and for guests attending the meeting for the first time. Georgia Ackerman introduced Flat Stanley who was visiting from another city.

**Request for Additional Agenda Items** – Marc Bauer requested discussion regarding the date change for Winter Festival. Chairman Daws requested that the minutes from the last meeting be pulled from consent for corrections.

Chairman Daws stated that at the last meeting, an audience member, Mr. Marc Bauer, was recognized by the Chairman for comment. Mr. Bauer felt that a

statement from the TDC should be provided to the County Commission for consideration. After further discussion, the TDC consented to the following statement on the consideration of the proposed 5<sup>th</sup> penny: "Should the Board pass the leverage of the 5<sup>th</sup> Cent for Tourist Tax collections, the TDC looks forward to working with the BCC to ensure that the funds are utilized to promote a sustainable tourism economy". The motion made by Michelle Wilson and seconded by Sam Patel, carried unanimously.

The March minutes reflected that Chucha stated that it has been a long time since the Business Plan for The Performing Arts Center was shared with the Leon County Board of County Commissioners. Marc Bauer suggested adding that it should have been shared with the TDC but was not, and that should happen. Also, it would be prudent for the community TDC to revisit that effort and re-evaluate how bed tax dollars are spent. Marc Bauer moved to approve the revisions to the minutes. Motion was seconded by Georgia Ackerman and carried unanimously.

**Items for Consent Approval** – Chairman Daws called for a motion to approve items under Consent.

The motion was moved by Chucha Barber and seconded by Georgia Ackerman to approve the following Items for Consent. The motion carried unanimously.

1. Direct Marketing and Convention Services
2. Financial Reports January FY2009/February FY2009
3. Total Year-to-Date Bed Tax Collections

### **General Business**

**Funding Request from Corridor Management Entity (CME) of the Big Bend Scenic Byway - \$1,250.** Chairman Daws reported that at the last Scenic Byway Executive Committee meeting, it was decided to pursue grant funding through the Visit Florida grant program to produce rack cards and tear off maps for the Byway. Last year, the Franklin County TDC provided 100% of the match for the Visit Florida grant that funded the development of the website. They are willing to provide half of the \$2,500 match for this year's grant if Leon County TDC can provide the other half. After discussion, Chucha Barber moved to provide \$1,250 to the CME. Motion was seconded by Michelle Wilson and carried unanimously. Sam Patel inquired about including accommodations in the rack cards. Sharon Liggett indicated that it has been a 10 year project and she hopes it will grow to include all attractions and accommodations.

### **Approval of Special Event Grants: USTA Adult League NW Regional**

Brian Hickey reported that this request was received on April 14, 2009. The event is a bid event by the United States Tennis Association (USTA) and the Tallahassee Tennis Association and Karen Vogter have partnered together to

host the event along with the City of Tallahassee Parks, Recreation and Neighborhood Affairs. The event is an adult qualifying tournament that will bring an estimated 600 athletes plus visitors to the area for July 10-12, 2009. It is anticipated to generate 310 room nights with a direct spending of over \$240,000. The Tallahassee Sports Council met on Wednesday, May 13, 2009 and after reviewing the request, recommends funding facility costs of \$2,500. Motion by Marc Bauer, seconded by Michelle Wilson to approve the request. Motion carried unanimously.

### **Committee Reports**

**Special Event Grants** – Michelle Wilson reported that the Special Event Grant Committee has completed revamping the grant application. The committee is reviewing the inclusion of a transportation grant as part of the Special Event Grant application.

**Finance/Policies and Procedures Committee** - Mickey Brady was Chair of the Policies and Procedures Committee and will have to be replaced.

**Program Review Committee** – Lee Daniel spoke with Tom Waits and he hopes to have a report by the next meeting.

**Strategic Planning Committee** – Chucha Barber reported that the plan is ongoing and hopefully a blue print for this organization.

**Committee Assignments** – Chairman Daws reported that committee assignments will be made at a future meeting.

### **Director's Report**

**Report on CRA/Proposed PAC – Expenditure of Funds** – Lee Daniel reported that the TDC requested a report on the CRA and how the funds have been spent. He invited Mr. Michael Parker from the City of Tallahassee's Economic Development to address the TDC. Mr. Parker gave a presentation on the history of the CRA and how it was formed. He noted that the expenditure report has been done but has not been submitted to the City. He will provide a copy to Lee Daniel by the end of the week.

**Report from Goodwood Museum & Gardens – Expenditure of Funds** – Mr. George Armstrong, Director, Goodwood Museum & Gardens reported TDC funds were used to restore the Carriage House back to the original design and that goal has been achieved. He noted that things are going well and they have become a wedding site for Tallahassee and are working toward becoming a full service provider. Sam Patel inquired if the people renting the facility were coming from out of town. Mr. Armstrong indicated that use of the facility was mostly local.

**Consideration of Research Proposal for FY 2008 4<sup>th</sup> Quarter/Annual - \$16,000** – Lee Daniel reported that he received a proposal from Dr. Mark Bonn to provide the TDC with research analysis and subsequent reports for Quarter 4, 2008 including a "2008 Annual Visitor Report" so that this information may be used to support strategic planning efforts by the TDC and to close the gap of missing research information during Quarter 4, 2008 due to the postponement of the TDC research program. The data is available to be analyzed for the TDC if so desired. After discussion, Marc Bauer made a motion to move forward with the research. Motion was seconded by Sam Patel and carried unanimously.

**Funding Request from COCA for Capital Culture Magazine \$20,000** – Peggy Brady, Executive Director of the Council on Culture and Arts reported that this will be the 3<sup>rd</sup> year that the TDC has paid for printing of the magazine. She pointed out that it is now being used as an insert in the *Tallahassee Democrat* with the *Limelight*. She also pointed out that they can choose which zip codes to include. She noted that they have had distribution problems and would like to see it in more hotels. Michelle Wilson stated that she would like to have them at her hotel. Marc Bauer asked why the request didn't come through the grant process under cultural grants. He indicated that he is used to having only one grant period. This issue will be addressed by Lee Daniel and Michelle Wilson. It was pointed out that if bed tax funds are used to print the magazine, the hotels should have a presence. Michelle Wilson stated that she would like to see more recognition for the TDC. Chairman Daws called for a motion. The request died for lack of a motion.

**FAMU Marketing Report** – Lee Daniel reported that the 2<sup>nd</sup> report has been received from FAMU and was e-mailed to TDC members prior to the meeting. There is a total of \$92,000 left for the upcoming football season. There will be a joint meeting with Lee Daniel, Sharon Liggett and FAMU to discuss ways to put together a program for the next season. Tola Thompson, FAMU Governmental Relations, reported that he welcomes the chance to meet with the TDC and CVB on various packaging ideas. Marc Bauer stated that he does not want the TDC to micro-manage, but it needs to be about "heads in beds" and should be a part of the process.

**Additional agenda items** – Lee Daniel reported that On May 26, the Management Report conducted by the Office of Management and Budget on the CVB will be presented to the Board of County Commissioners. The report should be available on the internet this afternoon or in the morning.

Lee Daniel gave a brief background on Mr. Bill Geist who has been hired to moderate the June 3<sup>rd</sup> Tourism Retreat. He will be in town for a full two day product assessment. After the retreat, he will take the current Strategic Plan and expand on it.

The RFP for Research has been issued. Sam Patel will represent the TDC on the review committee.

Lee Daniel reported that future TDC meetings will be held in the Commission Chambers at the Courthouse. He will be discussing an earlier starting time. He noted that even though the Bylaws say that the TDC meets quarterly, he plans to meet monthly for the next few months. The TDC will be reviewing the Bylaws for changes. The June 16 meeting will be budget discussion, committee vacancies and election of Vice Chairman.

Being no further business, the meeting adjourned at 12:25 p.m.

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Russell S. Daws, Chairman

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Attest: Wanda Barnard