

**Tourist Development Workshop and  
Strategic Planning Retreat  
June 3, 2009  
8:30 AM – 4:00 PM  
Carriage House Conference Center  
Goodwood Museum & Gardens**

**Attending:** Chairman Bryan Desloge and Commissioners Cliff Thael, Bob Rackleff, Jane Sauls, Bill Proctor, Akin Akinyemi and John Dailey. Also in attendance were County Administrator Parwez Alam, County Attorney Herb Thiele and Recording Clerk Dionte Gavin.

**Other Attendees:** Mayor John Marks, Lee Daniel, TDC Executive Director, members of the Tourist Development Council (TDC) Board of Directors, Tallahassee Area Convention & Visitors Bureau (CVB) and community and industry stakeholders.

**FACILITATOR:** Bill Geist, Zeitgeist Consulting, Madison, Wisconsin

County Administrator Parwez Alam welcomed participants and Board of County Commissioners Chairman Bryan Desloge provided opening remarks.

Mr. Lee Daniel, TDC Executive Director, provided an overview of the Planning Retreat and noted the importance of the Workshop, which was accentuated by the number of stakeholders in attendance. Mr. Daniel then introduced facilitator/consultant Bill Geist, Zeitgeist Consulting, Madison, WI.

The meeting was turned over to Mr. Geist who offered his contract with the TDC included three challenges: 1) conduct a tourism product assessment; 2) moderate Strategic Planning Retreat, and 3) develop strategic plan to be presented to the Board.

Mr. Geist then facilitated a brainstorming session among the Board, TDC, CVB and other industry and community stakeholders on ideas and options for the marketing and promotion in of the Tallahassee-Leon County area.

The Board recessed for lunch at 12:00 PM and reconvened at 12:25 PM.

Mr. Geist presented the ideas received from the morning session and some discussion continued.

There was discussions regarding the Management Review of the CVB and Mr. Daniel and Sharon Liggett, CEO of the Tallahassee CVB were asked to respond to the recommendation that CVB be placed under the TDC umbrella.

Mr. Daniel and Ms. Liggett both indicated support for the merger. There was agreement that a consolidated effort would reduce confusion among stakeholders and contractors and would provide a more cohesive unit.

Commissioner Desloge voiced his endorsement for the recommended consolidation and noted that a professional had been hired and he should be allowed to do his work.

Commissioner Thael stated that he had discussed the proposal with members of the industry and was now comfortable with the direction of the restructure. He noted that the Commissioner had made a prior no lay off commitment to its employees and noted that the County Administrator has assured him that every effort would be made to place individuals adversely affected by the merger into County positions.

Commissioner Akinyemi pointed out that the CVB had been operating in a deficit situation and support the merging of the offices. He too, voiced his commitment to placing displaced employees and affirmed that the OMB Report was not adversely reflective of CVB staff, only the current structure and asked Mr. Alam to work closely to place current employees, if needed.

County Administrator Alam, while not being able to guarantee that every displaced employee would be found alternate employment, reaffirmed his commitment to secure employment for the employees. Ms. Liggett confirmed that affected individuals would be able to apply, interview and be given equal opportunity for position within the restructured TDC.

Mr. Alam also noted the importance of the CVB and Sport Council Boards and noted that there were a lot of details to be worked out and that Mr. Daniel would work closely to ensure that appropriate roles and responsibilities were established.

Commissioner Dailey voiced his appreciation for the CVB. He requested that Mr. Daniel ensure that there would be no adverse action from 501(c) 6 statutes that would result from the move. He concurred with other Commissioners on his desire that efforts be made to ensure all current personnel are placed and established with Mayor Marks that the City and County would work cohesively to keep employees employed, at least through the end of the calendar year.

Commissioner Sauls offered that this was a very difficult decision and her number one concern was the employees.

*Commissioner Sauls moved, duly seconded by Commissioner Rackleff to approve the OMB recommendation to bring the direct marketing and visitor services function in-house.*

Commissioner Proctor noted that he would oppose the motion as it was contrary to the remarks and observations made at today's meeting.

*The motion carried 6-1 (Commissioner Proctor in opposition).*

In addition, the Board directed staff to bring back a recommendation for a structure and budget for the County's tourism program. Other issues discussed included the Mission and Vision Statements for tourism development would will be brought back for Board consideration as part of the draft Strategic Plan to be presented at the proposed Workshop scheduled for September 8, 2009.

The meeting adjourned at 3:59 p.m.

LEON COUNTY, FLORIDA

ATTEST:

BY: \_\_\_\_\_  
Bryan Desloge, Chairman  
Board of County Commissioners

BY: \_\_\_\_\_  
Bob Inzer, Clerk of the Court  
Leon County, Florida