



Minutes: Tourist Development Council

Okeechobee County, Florida

Tuesday, January 9, 2018

Regular Meeting

The Tourist Development Council met this date in the Okeechobee County Airport at 2800 NW 20th Trail in Okeechobee, Florida at 5:30 PM.

Roll Call

Attendee Name	Title	Status	Arrived
Bradley G. Goodbread	Chairman	Present	
Denise Raubaugh	Councilwoman	Absent	
Gene Woods	Councilman	Absent	
Margaret Garrard Helton	Councilwoman	Present	
Noel Chandler	Councilman	Present	
Mike O'Connor	Councilman	Present	
Jim McCoin	Councilman	Present	
Sharie Turgeon	Coordinator	Present	
Jeff Shain	Deputy Clerk	Present	

I. Commencement

Chairman Bradley G. Goodbread called the meeting to order.

II. Public Comment

There were no Public Comments.

Motion: Motion to close Public Comments.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Margaret Garrard Helton, Councilwoman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

III. Revisions

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated there are a few revisions to the Agenda

IV. Agenda

1. Consent Agenda

Items 1a through 1b were approved by the Board.

Tourist Development Coordinator Sharie Turgeon addressed the Board and reviewed the Tourist Development Tax and Treasurers Report.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

a. Tourist Development Tax - Treasurers Report

Requested Action: Approve the Treasurer's report to date on the Tourist Development Tax.

b. Minutes September 26, 2017 Regular Session

Requested Action: Approve minutes from the September 26, 2017 - Regular Session

2. Regular Agenda

i. Budget: Advertising

A. FY 17/18

1. 2018 Good Sam Travel & Savings Guide

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Advisory board approved the Explore and Travel Package. The annual investment for this package is \$9,126 which includes Full Page Ad (includes full page advertorial), 6 digital photos on our page through the Good Sam site, Static Banner, Web Link, Advertiser Sort Priority, Explore Section Link, Explore Featured Ad, Social Media Links, Explore Web Link, Facebook and click ad. The TDC has been an advertiser with the Good Sam program for a number of years.

Requested Action: Receive a report on the 2018 Good Sam Travel and Savings Guide package.

RESULT:	RECEIVED
----------------	-----------------

2. 2018 The Travel Guide to Florida

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Advisory Board approved this advertisement for a second year. The ad size that was approved was the full page ad in full color. The cost of the ad was \$4,950. This agreement also includes a website ad, featured link on digital publications and a full page editorial. The distribution of the Travel Guide is 100,000 copies in 18,000 retail locations in the US and Canada. The cost of the ad based on per thousand people is \$49.50. The Guide may be purchased off the shelf for \$7.95. Digital and print copy on display till July 2018.

The Board decided to look at this publication to decide whether or not to renew the next upcoming year.

Requested Action: Receive a report on The Travel Guide to Florida 2018 by Globelite.

RESULT:	RECEIVED
----------------	-----------------

3. Destination Lake Okeechobee Regional Visitors Guide

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated staff was approached by the publisher of local publication Okeechobee The Magazine about an advertising opportunity in a new publication. This publication will be a regional visitors guide with information from all five (5) counties around Lake Okeechobee. This will be an annual publication and will be circulated throughout the five (5) counties to visitors and residents. The publication Destination Lake Okeechobee Regional Visitors Guide will be made available November 1, 2017. The guide will be an oversized book with printing details similar to those found in Okeechobee the Magazine. Approval was made for a full page full color ad in the Regional Visitors Guide. Need to discuss whether or not to advertise in next year's publication.

Requested Action: Receive a report on the advertising opportunity with the new Destination Lake Okeechobee Regional Visitors Guide.

RESULT:	RECEIVED
----------------	-----------------

4. USA Today Go Escape Florida & Caribbean

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated USA Today Go Escape was a Color ¼ page ad. Circulation is minimum 100,000 in Florida but varies in the other markets and typically is more. Circulation will be throughout New England, Upper Northeast, Central, Mid Atlantic, New York, New Jersey, Pennsylvania, Florida, Southeast and Kentucky (Comparable 2.5 million for USA Today Newspapers) Included digital ad. This publication is digital with a 5 million traveler reach. The digital publication is free. Smart Destinations (electronic card that gives you discounts on attractions in or near the place you are planning to visit) and the Travel Channel will promote the digital edition via social media. Purchase price for print publication \$4.95.

Requested Action: Receive a report on the 2018 USA Today Go Escape Florida & Caribbean advertising opportunity.

RESULT:	RECEIVED
----------------	-----------------

5. 2018 Game and Fish Magazine

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Advisory Board approved this option through the Game and Fish Publication which serves the Southern Region (15 states) with

circulation: 177,314 Readership: 2.7 million. The ad is a full page full color ad for \$6,090 (net) 3X frequency total investment \$18,270. Game & Fish delivers customized, market-specific information and entertainment for avid hunters and anglers. Providing local where-to-go details, plus expert advice on tactics, species behavior and gear. Game & Fish engages its readers with actionable content that helps them discover greater hunting and fishing success. Full page ad was placed in the November 2017 issue as well as the December/January issue. There will be one more ad placed in the February 2018 issue.

Requested Action: Receive a report to date on the Game and Fish advertising opportunity.

RESULT:	RECEIVED
----------------	-----------------

6. 2018 Birdwatcher's Digest

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the Birdwatcher's Digest audiences-both digital and traditional-trust BWD to deliver valuable, engaging content as well as targeted marketing messages. BWD subscribers are well-educated, affluent, and devoted to their hobby. They are experienced consumers who are willing to do the necessary research to make an informed buying decision. And when they make a purchase, they are not afraid to spend money. This makes them an extremely valuable consumer to reach because they are opinion leaders among their peers. The TDC advisory board approved a full color ¼ page ad (6 issues) \$750. The annual investment will be \$ 4,500 Digest print publication plus all ads will also run on the digital version, the e-newsletter and the app at no additional charge. Circulation is 40,000 for the print/ 7,000 for the digital version/ e-newsletter has 22,000 subscribers and 36,000 app users. This subscription based publication is \$19.99 year for subscription / \$4.99 individual purchase. To date we have placed ads in the November/December issue as well as the January/February issue.

Requested Action: Receive a report on the advertising opportunities with Birdwatcher's Digest (BWD).

RESULT:	RECEIVED
----------------	-----------------

ii. Budget: Promotions

A. FY 17/18

1. B.A.S.S Host Opportunities for FY 18/19

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC has been a strong supporter of the B.A.S.S. Organization through hosting such events as the Bassmaster Elite Series. There are other opportunities offered through the B.A.S.S. Organization where Request for Proposals are being accepted by communities that see the benefit of working with the B.A.S.S. Organization.

The first event discussed is the B.A.S.S. Nation Championship. There will be a max of 64 boats.

The Board discussed the Host Opportunity.

\$15,000 host fee

Plus:

Meeting space \$1,100 to \$1,200 at KOA

Banquet

Ramp Fees

High speed internet

Overnight security \$360 per night = \$1,200

Ice \$400

Which also includes complimentary items except for box lunches, day trips and hotel rooms.

The second opportunity discussed is the Bassmaster Team Championship.

The Board discussed the Host Opportunity.

\$15,000 host fee

Plus

meeting space \$1,100 to \$1,200 at KOA

Welcome Banquet

Ramp Fees

High speed internet

Overnight security \$360 per night = \$1,200

Ice \$400

Which also includes complementary items except for Fish Off Reception, Meal Vouchers and Hotel Rooms.

Requested Action: Approve to submit a proposal to B.A.S.S. Nation Championship with the following: \$15,000 host fee, plus Meeting Space, Banquet, Ramp Fees, High Speed Internet, Overnight Security and Ice. Also includes complimentary items except for box lunches, day trips and hotel rooms.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

Motion: Motion to to submit a proposal to B.A.S.S. Master Team Championship with the following: \$15,000 host fee, plus Meeting Space, Welcome Banquet, Ramp Fees, High Speed Internet, Overnight Security and Ice. Also includes complementary items except for Fish Off Reception, Meal Vouchers and Hotel Rooms.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

2. Fishing Tournaments FY 17/18

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Advisory Board is a supporter of fishing tournaments that bring strong economic impact to our community. The first three tournaments of the Fiscal Year 2017/18 were the FBN Pro/Am State Championship which as of the date of the agenda I had yet to receive an invoice for the \$8,000 host fee as well as any economic impact information. The information that is on the report are estimates from the website for the tournament which shows standings and club information. The second tournament was the Lakeland Jr Bassmasters (Host fee: \$3,000) then the Toho One Man Elite Series (Host fee: \$2,500).

Requested Action: Receive reports on Economic Impact for, Lakeland Jr. Bassmaster (\$744,000+), Toho Elite One Man Series (\$56,000+) and FBN Pro/Am State Championship (\$248,000+).

RESULT:	RECEIVED
----------------	-----------------

B. FY 18/19

1. XTreme Bass Series Inc

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the XTreme Bass Series has been supported by TDC for a number of years. The Championship is held in Okeechobee approximately every other year. Review the application for impact for our community. The Tournament Director has noted that the last Championship tournament had 188 anglers, they are estimating 220 participants at this event. This event includes a banquet for all participants which ensures the participants are here at least 2-3 nights. This trail also promotes our community through video, direct mail and flyers.

Requested Action: Approve the application for the XTreme Bass Series Championship host fee of \$3,000.00 November 1-3, 2018, and give them the use of C. Scott Driver for their banquet meeting.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

2. 2018 Toho Marine Elite Pro Team Trail

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated 1st annual Elite Pro Team Trail Championship. Toho Marine and Bartow Ford are stating a new team trail with 4 qualifying tournaments on Lake Kissimmee with the championship slated to be held on Okeechobee. All teams who fish 3 of the 4 qualifiers will qualify for the championship. All anglers who compete will have a chance to win a Ford F150, Phoenix 819 or \$10,000.00 based on a mystery weight selected before the tournament. This will be advertised by Toho Marine as well as Bartow Ford on social media, radio and print.

Requested Action: Approve the application for the host of \$2,500.00 Toho Marine Elite Pro Team Trail October 26-28, 2018.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

3. Toho Elite One Man Series Championship

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated this is the annual championship for Elite One Man Series. Anglers who fish 7 of 9 qualifiers or finish in the top 35 in points qualify. Friday night meeting, Saturday and Sunday tournament. Dinner for all anglers Saturday night. Please note that there are 2 of the 9 one day qualifiers scheduled in Okeechobee earlier in the year.

Requested Action: Approve the application for host fee of \$2,000.00 for the Toho Marine Elite One Man Series Championship November 9-11, 2018.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Mike O'Connor, Councilman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

iii. General Business

1. 2018 Event Calendar for TDC

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Advisory Board supports a number of events throughout the year. The Tourism Coordinator has provided a Calendar of Events as a reminder to the Board.

Requested Action: Receive a 2018 Calendar of Events.

RESULT:	RECEIVED
----------------	-----------------

V. Tourism Coordinator Updates

1. Travel and Adventure Show(s) Update

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated at the request of the Board of County Commissioners a request was made that TDC find opportunities outside the state to promote Okeechobee County as a tourist destination. Upon further research the Tourism Coordinator found the Travel and Adventure Show - Travel Expo. These trade shows visit eight different cities around the United States and are a powerful marketing tool to invite engaged visitors to your destination. Discover World Class Destinations, Learn from the Best Local Travel Experts, meet Your Favorite Celebrity Travel personalities, Explore Cultural Entertainment from Around the World and Plan Your Next Vacation in One Day, Under One Roof. This is how the Travel and Adventure Shows market to serious travelers that are looking for their next vacation spot. The Okeechobee TDC will be visiting three cities Washington, D.C, Chicago and Philadelphia. The trip itinerary is Washington, D.C. January 19-22, 2018. Chicago February 9-12, 2018 and finally Philadelphia March 9-12, 2018. Number of visitors that visit the Okeechobee booth will be determined by a tally system as well as giveaway of marketing collateral.

Requested Action: Receive an update on the Travel and Adventure Shows.

RESULT:	RECEIVED
----------------	-----------------

VI. TDC Board Updates

Chairman Bradley G. Goodbread discussed the following;

1. Meetings during regular business hours vs evening hours. Bring before the Board of

County Commissioners a request to have the TDC meeting at 9:00 am, on the third Tuesday in the Commission Boardroom.

VII. Adjournment

Motion: Motion to adjourn.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Margaret Garrard Helton, Councilwoman
AYES:	Goodbread, Garrard Helton, Chandler, O'Connor, McCoin
ABSENT:	Denise Raubaugh, Gene Woods

There being no additional business, the meeting was adjourned.

Bradley G. Goodbread, Chairman

Date of Approval

Jeff Shain, Deputy Clerk

Date