



# Minutes: Tourist Development Council

Okeechobee County, Florida

Tuesday, April 17, 2018

*Regular Meeting*

The Tourist Development Council met this date in the Okeechobee County Historic Courthouse at 304 NW 2nd Street in Okeechobee, Florida at 9:00 AM.

## Roll Call

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

### I. Commencement

Chairman Bradley G. Goodbread called the meeting to order. Councilman Noel Chandler offered the invocation, and led the Pledge of Allegiance.

### II. Public Comment

Mr. Dowling Watford, Okeechobee Battlefield Friends, addressed the Board and asked them to put on a future agenda to reconsider advertising for current events.

**Motion:** Motion to close Public Comments

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Margaret Garrard Helton, Councilwoman
<b>SECONDER:</b>	Noel Chandler, Councilman
<b>AYES:</b>	Goodbread, Raubaugh, Garrard Helton, Chandler, O'Connor, McCain
<b>ABSENT:</b>	Gene Woods

### III. Revisions

There were no revisions to the Agenda.

### IV. Agenda

#### 1. Consent Agenda

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

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

**a. Minutes January 9, 2018 Regular Session**

Requested Action: Receive Review and approve minutes from the January 9, 2018- Regular Session.

**b. Tourist Development Tax - Treasurers Report**

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

**2. Regular Agenda**

**i. Budget: Advertising**

**A. FY 17/18**

**1. Guest - Joe Graisberry - RPM Media**

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC Board has been actively working with Joe Graisberry with RPM Media on increasing our advertising and social media presence. Mr. Graisberry has some ideas in which to continue to promote our community as well as increase our online presence. Staff has asked Mr. Graisberry to do a presentation which would not only educate the board and staff on online marketing opportunities but also to offer a proposal to increase our online reach.

Mr. Joe Graisberry gave a presentation on advertising opportunities available through online marketing.

Understanding Online Marketing

- Outlining a purposeful and results oriented online marketing strategy
- Social Media overview
- Website strategies
- Search Engine Optimization
- Advertising methods & reaching people online
- Creating resources of value
- Reaching targeted audiences & tracking results
- How to create marketing synergy by connecting all the channels

The Board asked questions of Mr. Graisberry and reviewed video and website budgets.

The Board asked Mr. Graisberry to put a proposal for the Committee to review for Website Design and SEO.

Next Meeting date will be May 15th at 9:00 am in the BOCC Boardroom to review

Mr. Graisberry's proposal.

**Requested Action:** Receive a presentation by Joe Graisberry with RPM Media on advertising opportunities available through online marketing.

<b>RESULT:</b>	<b>RECEIVED</b>
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## 2. Travel and Adventure Show Presentation

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated during the discussion of the upcoming Fiscal Year 17/18 Budget Presentation on July 14, 2017 a request was made by the BOCC that staff should pursue more options to travel outside the area and perhaps out of State to promote Okeechobee County. Staff researched travel opportunities to promote our community with a broad outreach. Staff found the Travel and Adventure Shows at a previous educational conference. The Travel and Adventure Shows have been doing these shows for fourteen (14) years with a total number of seventy six (76) shows each year. There are eight (8) shows a year from California to Washington, D.C. These shows are specifically for the serious traveler that are looking for new experiences. The representatives recommendation from the Travel and Adventure Shows would be to attend the Chicago, Philadelphia and Washington, D.C. shows which have a large Florida destination attendance. These shows typically have an attendance of 13,000 to 24,000 paid attendees whose sole purpose it to plan their next trip.

**Requested Action:** Receive a report from the Tourism Coordinator regarding the Travel and Adventure Shows.

<b>RESULT:</b>	<b>RECEIVED</b>
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## 3. Florida Turnpike Toll Booth Advertising

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated staff would like to propose that the TDC Advisory Board consider advertising in one of the Florida Turnpike toll booths. While traveling, staff found that the messages were seen by a number of people 24/7 and seemed to stay in the minds of the travelers. One possibility is the Ft. Pierce toll booth which is reported to have 3,621,252 annual impressions, would cover 2 windows and would be placed in the entry or exit booths. This annual cost during the month of April (only offered to new advertisers) is \$6,286.00. Another consideration would be the Stuart plaza with 2 signs covering the entry or exit for only \$4,224.00 with 2,284,467 impressions. The Port St Lucie booths are also available. The entry would allow for 2 window signs with 1,951,206 impressions for only \$3,748.00 and/or the exit with 3 window signs with 2,439,007 impressions for only \$4,681.00. Ms. Turgeon read some testimonials.

**Requested Action:** Approve starting in April to do advertising on the Florida Turnpike at the Exit Booths in Ft. Pierce for a cost of \$6,286.

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

#### 4. Fiscal Year 17/18 Advertising Reports

Tourist Development Coordinator Sharie Turgeon addressed the Board and reviewed some of the advertising that has been completed since the last TDC board meeting January 9, 2018.

1) Visit Florida Remarketing Co-op campaign done through Madden Media. This opportunity was referred to me by a neighboring DMO. Reach travelers who have just expressed interest in a trip to Florida. With Madden Media's retargeting program. Partners of all sizes can take advantage of VISITFLORIDA.com's impressive web traffic. After people visit the VISIT FLORIDA website, they will be served and targeted with creative banner ads with strong calls-to-action that drive them to your site and encourage them to explore your destination.

This program is for a period of two (2) months I selected the Bronze package which was a package total of \$1,700.00 (funding from Coordinator Discretionary Fund). This projects an estimated 160,000+ impressions, 250-750 estimated clicks with 100% run of site which means the ad(s) were not geo-targeted. There are additional packages beginning from \$4,250.00.

2) Joint campaign in partnership with Martin County Tourism and Marketing Manager. A full page 4 color ad was placed in the March issue of Coastal Angler Treasure Coast edition and a half page 4 color ad will be placed in the April issue of Coastal Angler Treasure Coast edition. These ads were funded out of the Tourism Coordinator discretionary fund.

3) The Bird Watcher's Digest ad continue in May/June 2018, July/August 2018 and September/October 2018 both print and digital 1/4 page full color ads. Each ad is \$750.00.

4) There is also a blog that is offered as part of the Good Sam package that will be out the second week of April. The Good Sam Club Facebook post reached 17,500 people with 18,969 impressions. Please note: Impressions: are the number of times a post from your Page is displayed. Reach: is the number of people who received impressions of a Page post.

**Requested Action:** Receive a report on fiscal year 17/18 advertising from last meeting.

<b>RESULT:</b>	<b>RECEIVED</b>
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## B. FY 18/19

### 1. 2018/19 Good Sam Travel & Savings Guide

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated for a number of years the TDC Advisory Board has participated as a marketing partner with the Good Sam RV Travel and Savings Guide. Typically TDC participates through the Explore and Travel Digital and Print package. This package includes 6 digital photos that are placed on our exclusive web page via GoodSam.com, a static banner, web link, advertiser sort priority on search results page, a link in the Explore Section, a sidebar ad that will rotate with other advertisers, social media links, calendar of events link, a Facebook website click through ad (our ad reached 17,500 with 18,969 impressions) , front of line placement on search results pages, display on the mobile app, a search results featured ad as well as a Good Sam blog post. This package also includes a full page full color ad as well as a spotlight article. Total price for this package is \$9,213.25. Other opportunities are a Regional banner, a follow me ad, Outdoor Adventure online only link and Boating Fun online only link.

Good Sam has now partnered with Reserve America as well as with the purchase of Gander Mountain and Overton Boats the publications will see an increase in distribution and sales.

The Board asked Ms. Turgeon to get the cost of online advertising without the book.

**Requested Action:** Receive review on the 2018/19 Good Sam Travel and Savings Guide package.

<b>RESULT:</b>	<b>RECEIVED</b>
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### 2. 2018/19 Travel and Adventure Show

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated staff attended three of the Travel and Adventure Show for the first time in 2018. This was at the request of the Board of County Commissioners to find ways to promote our community with an out of state reach which would include travel for face to face promotion. The total approximate cost for each trip including travel, booth rentals, accommodations, etc. was approximately \$4,500.00. Each venue varied in costs depending upon partnering hotels and airfare. There is a discount for registering for more than one venue. This year they will be adding the Boston, MA. The Washington, DC show was definitely one of the more successful of the shows.

These shows offer staff to speak to potential leisure travelers, trade professionals as well as press regarding our unique location. The attendees

are all travelers looking for their next vacation idea and pay an admission charge at each venue.

**Requested Action:** Approve attending the Travel and Adventure Shows in January 12-13, 2019, February 9-10, 2019 and March 16-17, 2019.

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

### 3. 2018/19 Trips to Discover

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated trips to Discover (TTD) is a social media-first travel brand that drives visitor and sale through highly engaging, actionable online content. TTD produces native content and assist our partners in going viral within and often beyond the established core audience of Florida travelers.

A video of our location is placed on the TTD social media with over 285,000 fans. Partner videos typically surpass 50,000 views within one week and have reached as high as 750,000. Will also receive analytics on the performance of our video.

Discussed tier 1 @\$5000, four (4) articles, marketing opportunity with Trips to Discover.

Further research to be done by Joe Graisbury and bring to Board next meeting.

**Requested Action:** No Action Taken Joe Graisbury offered to review the proposal.

<b>RESULT:</b>	<b>NO ACTION TAKEN</b>
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## ii. Budget: Promotions

### A. FY 17/18

#### 1. Fiscal Year 17/18 Promotional Event Report

Tourist Development Coordinator Sharie Turgeon addressed the Board and reviewed the Promotional Events that took place since the last meeting. Local events included the Yeehaw Music Fest which took place January 18-21 with 613 spectators/attendees and 120 participants. Estimated over 80% of the spectators and 90% of the participants were out of town.

The Battlefield request for sponsoring their folk singer was well received and the funding was appreciated to grow the event.

The Gator Cup Clay Shoot at Quail Creek recorded a record number of participants reaching over 700 shooters. Approximately 50% of the participants stayed in county and which contributes to the TDT. The upcoming promotional events for this fiscal year will include the High School Rodeo finals as well as tournaments in June and September.

**Requested Action:** Receive a report on fiscal year 17/18 Promotional events from last meeting.

<b>RESULT:</b>	<b>RECEIVED</b>
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**B. FY 18/19**

**1. Florida B.A.S.S. Nation Junior/High School Qualifier**

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the Florida B.A.S.S. Nation (FBN) Junior/High School organization was originally known as the Lakeland Jr. Bassmasters. The TDC Advisory Board has hosted these tournaments beginning in 2016. This application is to request Okeechobee TDC as host for the 1st Junior/High School State Qualifying tournament scheduled to be held on Lake Okeechobee from Okeechobee, FL. October 6 & 7, 2018. This event is a qualifying event for the state championship tournament, so junior and high school teams/anglers will come from all over the state of Florida and South Georgia to participate. The FBN is anticipating participation of 375 anglers and boat captains as well as 150 attendees for the weigh ins. Estimates were reported to the TDC that last year's event brought in approximately \$65,000.00 to Okeechobee County. The FBN will promote on their website and social media page.

**Requested Action:** Approve the Florida B.A.S.S. Nation Junior/High School Qualifier application for the 2018/19 Fiscal Year for the amount of \$5,000.

<b>RESULT:</b>	<b>APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	Margaret Garrard Helton, Councilwoman
<b>SECONDER:</b>	Jim McCoin, Councilman
<b>AYES:</b>	Goodbread, Raubaugh, Garrard Helton, Chandler, O'Connor, McCoin
<b>ABSENT:</b>	Gene Woods

**2. 2018/19 Host Request - Lake Okeechobee Crappie Series**

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated Jiganomics Outdoors has successfully completed 2 Crappie Tournament with the last tournament attracting 38 teams which was the biggest turnout in over 12 years for a Crappie tournament. Jiganomics is planning for the Fall with the first ever Lake Okeechobee Crappie Series featuring 5 tournaments (Including championship) where there are plans to give away \$20,000.00 as well as tons of prizes, gift cards, guide trips and

attract hundreds of anglers to the local area. The goal is to reestablish the crappie fishing field at Lake Okeechobee. The Tournament Director has requested a total host fee of \$1,000.00 - \$2,000.00.

**Requested Action:** Approve the host application from Jigamonics Outdoors for the first Lake Okeechobee Crappie Series in the amount of \$1000.

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

### iii. General Business

#### 1. Advisory Board Restructure

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated staff would like to recommend restructuring the Tourist Development Council Advisory Board to better meet the language set forth in Florida State Statute 125.0104. Currently and in years past the Tourist Development Council Advisory Board has been required by the County Finance Department to approve all advertising expenditures. This practice does not follow the statute which states that the Advisory Board is to make recommendations and review expenditures. The requirement of approval by the Advisory Board does not allow the Tourism Coordinator (staff) to take advantage of advertising opportunities that require swift action. An example are remnant ads in national subscription-based publications have often come to the attention of staff but again due to immediate commitment needed Okeechobee was unable to participate.

A structure that the Tourism Coordinator would like to propose is a financial one. This structure would follow the County Procurement Policy. The advertising expenditure classifications would be as follows:

- Advertising of any media medium of not more than \$5,000.00 may be made without TDC Advisory Board approval. The spending authority of the Tourism Coordinator (staff) is up to \$5,000.00.
- Advertising of any media medium between \$5,000.01 to \$25,000.00 may be made with TDC Advisory Board recommendation as well as Administrative approval (per County Procurement Policy).
- Advertising of any media medium that is greater than \$25,000.01 shall be made with TDC Advisory Board recommendation as well as Board of County Commissioners (Per County Procurement Policy).

The Promotional expenditures would still require TDC Advisory Board recommendation and approval. These expenditures would also still follow County Procurement practices. The Promotional expenditures include local events and fishing tournament host funding.



**Requested Action:** Consensus of the Board to take the recommendation from Tourist Development Coordinator Sharie Turgeon to restructure the advertising expenditure procedure.

**RESULT:**

**CONSENSUS OF THE BOARD**

**2. Tourist Development Council 2018/19 Proposed Budget**

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated staff would like to discuss the upcoming fiscal year 2018-19 budget for the Tourist Development to reflect the growing Tourist Development Tax revenue coming into the County as well the large amount of reserves. Begin discussion to utilize reserve funds while keeping the mission of the TDC in mind.

Ms. Turgeon suggested creating a Visitor Guide and increase the advertising budget to \$125,000.

**Requested Action:** Consensus of the Board increase the advertising budget to 125,000 for the proposed FY 2018/19 Tourist Development Budget.

**RESULT:**

**CONSENSUS OF THE BOARD**

**V. Tourism Coordinator Updates**

**1. Tourism Coordinator Updates**

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated she will be attending the annual FADMO Destination Marketing Industry Summit. The Summit is scheduled for April 18-20, 2018 at the Hammock Beach Resort in Palm Coast. This is a program of education designed for tourism specialties to share information and help destination marketer's attract more customers to their communities.

A Request for Proposal has been released for a Visitor Guide. Staff feels this would be a much needed resource for our visitors and would be an efficient way to respond to requests for visitor information. The Request for Proposals will be opened at our next regular meeting for review and consider by the TDC board. The funding source for this project would be recommended to the Board of County Commissioners to use reserve funds.

TDC Advisory Board upcoming end of term. As of July 1, 2018 the position that will become open is one of the Not Subject to Tax positions. Currently this position is held by Gene Woods. There remains two positions Subject to Tax that remain open. One application for an individual Not Subject to Tax has been turned in.

**Requested Action:** Receive notification of upcoming project and travel as well as upcoming board vacancies.

**RESULT:**

**RECEIVED**

**VI. TDC Board Updates**

None.

**VII. Adjournment**

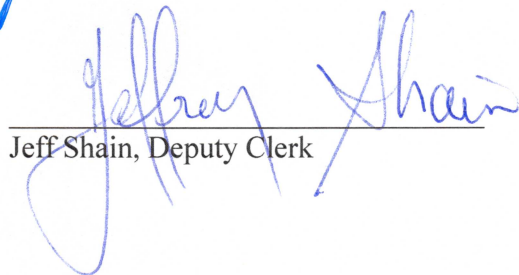
There being no additional business, the meeting was adjourned.



Bradley G. Goodbread, Chairman

5-15-18

Date of Approval



Jeff Shain, Deputy Clerk

5-15-2018

Date