



Minutes: Tourist Development Council

Okeechobee County, Florida

Tuesday, July 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	
Noel Chandler	Councilman	Present	
Margaret Garrard Helton	Councilwoman	Present	
Monica Clark	Councilwoman	Present	
Tammy Hollander	Councilwoman	Present	
Mike Krause	Councilman	Absent	
Sharie Turgeon	Coordinator	Present	
Paula Poskon	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

There were no Public Comments.

III. Revisions

Tourist Development Director Sharie Turgeon requested to have Item 2 of the FY 18/19 moved up regarding the Convocation of the Seminole Wars.

IV. Agenda

1. Consent Agenda

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

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

a. MINUTES MAY 15, 2018 REGULAR SESSION

Requested Action: Receive Minutes from the May 15, 2018 TDC Regular Session.

b. Tourist Development Tax - Treasurers Report

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

2. Regular Agenda

i. General Business

1. ELECTION OF CHAIR AND VICE CHAIR

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated as per Florida State Statue 125.0104 the governing board of the shall have the option of designating the chair of the council or allowing the council to elect a chair. The chair shall be appointed or elected annually and may be reelected or re appointed. The current chair is Commissioner Brad Goodbread. The current vice chair is Noel Chandler. To be in compliance with State Statute please hold election among board members to elect this next year's chair and vice-chair.

Requested Action: Conduct election a Chair and Vice Chair.

RESULT:	CONDUCTED
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Motion: a. Election of Chairman.

Chairman Brad Goodbread opened the floor to nominations for Chair.

Councilwoman Margaret Helton nominated Councilman Bradley G. Goodbread for Chair.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

Motion: Motion to close nominations and elect Councilman Bradley G. Goodbread for Chairman.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

b. Election of Vice Chair.

Chairman Bradley G. Goodbread opened the floor to nominations for 1st Vice Chair.

Chairman Bradley G. Goodbread nominated Councilman Noel Chandler as Vice Chair.

Motion: Motion to close nominations and elect Councilman Noel Chandler as Vice Chair.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

2. ADVISORY BOARD TRAINING

Tourist Development Coordinator Sharie Turgeon addressed the Board and gave a PowerPoint presentation on what it means to be a board member of the TDC.

Requested Action: Defer a PowerPoint Presentation that will educate the Board on what it means to be a board member of the TDC.

RESULT:	DEFERRED
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3. 2018/19 BUDGET PROPOSAL

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated Staff has asked the TDC Advisory Board to review the budget that is being proposed to the Board of County Commissioners on July 23rd.

The Promotions line item will be staying at the rate of \$99,000.00 as was last year. This line item covers Host funding as well as Special Event Activity Hosting and Advertising Reimbursement Grant funding. The Advertising budget will be \$125,000.00 and will exceed the Promotions line item for the first time ever. This is due to continued increases in Tourist Development Tax which will allow TDC to do more advertising and projects.

Requested Action: Approve the budget that will be proposed to the Board of County Commissioners for 2018/19.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

ii. Budget: Advertising

A. FY 17/18

B. FY 18/19

1. 2019 VISIT FLORIDA VISITOR GUIDE

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated The TDC Advisory Board approved this advertisement last fiscal year. The ad size that was done last year was the 1/6 page ad in full color. The cost of the ad is \$3,553.00. This agreement also includes a digital publication with a website link to our page. It's the Official Vacation Guide for Florida.

Requested Action: Approve the 2019 Visit Florida Official Florida Vacation Guide published by Miles Partnership through Miles Media, for a 1/6 page ad in full color at a cost of \$3,553.00.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

iii. Budget: Promotions

A. FY 17/18

1. 2017/18 CATTLE BATTLE

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC has hosted the Cattle Battle for a number of years supporting youth from around the state. Youth livestock exhibitors from all over the state will compete in a jackpot livestock show series.

Requested Action: Approve the 2017/18 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show, for the amount of \$3,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

B. FY 18/19

1. 2018/19 CATTLE BATTLE

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC has hosted the Cattle Battle for a number of years supporting youth from around the state. Youth livestock exhibitors from all over the state will compete in a jackpot livestock show series.

Requested Action: Approve the 2018/19 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show, for the amount of \$3,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

2. CONVOCAATION OF SEMINOLE WAR HISTORIANS

Okeechobee City Mayor Dowling Watford addressed the Board and stated that this is a biennial (every two years) event with speaker, programs and displays on the Seminole Wars. The last event took place in St. Augustine in 2017 and Okeechobee will host in 2019. St. Johns County TDC hosted prior and was attached for reference. It is estimated that 125 to 150 participants will be in attendance. They will come from all over the state. We have a Host Hotel here in Okeechobee, who is working with us. There is an open reception on Friday night. The main part of the program will be on Saturday and Sunday. There will be well known speakers, and historians and experts on the Seminole Wars. There is a \$50.00 fee to attend.

Requested Action: Approve the Host Request for the Convocation of Seminole War Historians by the Okeechobee Battlefield Friends April 26-28, 2019, for the amount of \$5,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

3. 2019 FLORIDA HIGH SCHOOL RODEO STATE FINALS

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the TDC has hosted the High School Rodeo finals for a number of years. This event brings not only competitors from around the state but family and friends that stay overnight as well as spending time at local businesses. This event is for the top 15 high school contestants will compete in numerous rodeo event trying to qualify to go to the National High School Finals in Wyoming.

Requested Action: Approve the application to Host the High School Rodeo State Finals, for the amount of \$18,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Monica Clark, Councilwoman
SECONDER:	Tammy Hollander, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

4. HOST REQUEST AMERICAN BASS ANGLERS - RAM TRUCK OPEN DATES TBD

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the American Bass Anglers (ABA) - RAM Truck Open Series events Florida South Division Bass Tournaments that consists of (4) four one day events and (1) two-day championship between Florida Central and Florida South.

The two events on the application will be part of a five event series in the Florida South Division. At the one day events there is onsite registration and meeting Friday evening and the event is held on Saturday. Each of the one (1) day events requested host fee is \$1,250.00 totaling \$2,500.00.

Requested Action: Approve the Special Event Host application from the American Bass Anglers - RAM Truck Open Series with dates TBD in 2019, total host fee is \$2,500.00 for two tournaments.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

5. HOST REQUEST GATOR CUP @ QUAIL CREEK PLANTATION FEBRUARY 2019

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated 2019 will be the 5th annual Gator Cup and each year TDC has provided support for this event. It is an international and nation wide event with an estimated attendance of 800-850 shooters and at least another 2,000 spectators. The event is a sporting clay event that also attract many vendors form around the country including Bereta, Kolar Arms, Blaser USA, Saga Ammunition, Cle Gunsmithing, Muller Chokes, Krieghoff International and many more. It is a (5) day event with major industry sponsors. There is also written media coverage including several page articles in the tow best renowned National/International magazines as well as internet coverage in several blogs and sites. This event draws participants from the USA, Canada, Europe, South and Central America. Staff spoke with the event coordinator and found that about 50% of the participants stay on the coast while the rest stay in County.

Requested Action: Approve the Special Event Host application for the Gator Cup @ Quail Creek Plantation February 11-17, 2019, for the amount of \$15,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Margaret Garrard Helton, Councilwoman
SECONDER:	Noel Chandler, Councilman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

6. 2018 19 FLORIDA AIRBOAT ASSOCIATION

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated a three day event, where on Friday our quarterly meeting is held at a local restaurant usually Lightsey's for their annual meeting and dinner. Typically 50 in attendance. Saturday is a banquet dinner where over 300 dinners are served at the KOA. Fundraiser for lobbyists to voice the concerns of the sportsmen.

Requested Action: Approve the Florida Airboat Association (FAA) Unity Weekend host request for the amount of \$5,000.00.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Margaret Garrard Helton, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

7. EVENT HOST GRANT REQUESTED BY EVANS MEDIA SOURCE JANUARY 2019

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated this event was supported by the TDC last year. This event is a five (5) day music festival featuring national award winning artists including live stage shows, vendors, and educational programs attracting music enthusiasts throughout the Southeast US region. This included snowbird's wintering throughout Florida. Reestablishing the almost 30 year legendary reputation of the Yee Haw Blugrass Festival branding Okeechobee as it's new home. The first year in Okeechobee was extremely successful with a huge turn out bringing about \$1.5 million in economic impact to the Okeechobee community. There were about 603 spectators last year.

Requested Action: Approve the Special Event Host application from the Yeehaw Music Fest by Evans Media Source, for the amount of \$6,000.00.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Monica Clark, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

8. 2018/19 COW TOWN RODEOS HOST REQUEST

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated the Okeechobee Cowtown Rodeo will be held March 8th, 9th & 10th, 2019, and the Okeechobee Labor Day Bull Bash, will be held on August 31st & September 2nd, 2019. Both events are produced by Okeechobee County Cattlemen's Association, and are the associations sole fundraises. The money made at these events is financially contributed to High School scholarships. Beyond this, the concession stands are gifted to the FFA and 4-H organizations for 100% profit to each respective group.

Rodeo is synonymous with agriculture in Okeechobee. There are more cattle in the county than residents. Agriculture is a huge contributor to the economy of Okeechobee, from actual ranches, to the feed stores relied upon for herd health. These events are a unique aspect of Okeechobee, something that sets the county apart from any of the other counties in Florida; and this is the only PRCA rodeo that is produced by a county association and put-on by its volunteers.

Requested Action: Approve the Host Fee request by the Cattleman's Association, in the amount of \$8,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Noel Chandler, Councilman
SECONDER:	Tammy Hollander, Councilwoman
AYES:	Goodbread, Chandler, Garrard Helton, Clark, Hollander

V. Tourism Coordinator Updates

1. TOURISM COORDINATOR UPDATES

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated this a list of some of the most recent items that staff has been working on:

1. Redesign of the website
2. Destination Marketing Organization Partner Financial Submissions to Office of the Governor, Florida Senate and House of Representatives.
3. Rise Up with the Chamber at the Airport August 21, 2018
4. Proposals for Visitor Guide will be available for review at next TDC Board meeting.
5. Proposed date for next board meeting will be August 21, 2018 9 AM

Requested Action: Receive a report from the Tourism Coordinator regarding newest updates.

RESULT:	RECEIVED
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VI. TDC Board Comments

Margaret Helton:

- 1. Margaret Helton welcomed Tammy and Monica to the TDC Board.

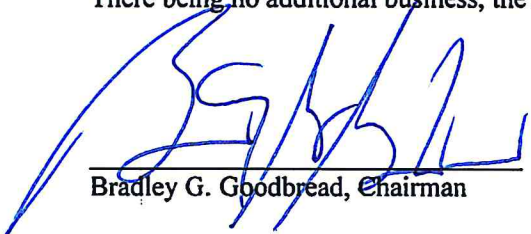
Chair Brad Goodbread:

- 1. Asked why the bed tax has gone up.
- 2. Asked if Jim McCain has gotten off the TDC Board.
- 3. Asked if Gene Woods has gotten off the Board.

VII. Adjournment


There being no further business to come before the Board, Chairman Brad Goodbread declared the Tourist Development Board adjourned at 11:20 a.m.

There being no additional business, the meeting was adjourned.



Bradley G. Goodbread, Chairman

8-21-18
Date of Approval



Sharon Robertson
Clerk of the Circuit Court & Comptroller
By: Jeffrey Shain, Deputy Clerk

08/21/2018
Date