



**Okeechobee County  
Tourist Development Council**

Meeting Location  
2800 NW 20th Trail  
Okeechobee, FL 34972  
863-763-6441  
[www.co.okeechobee.fl.us](http://www.co.okeechobee.fl.us)

**Regular Meeting**

~ Agenda ~

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**Tuesday, August 15, 2017**

**5:30 PM**

**Okeechobee County Airport**

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**Roll Call**

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

**I. Commencement**

**II. Public Comment**

**III. Revisions**

**IV. Agenda**

**1. Consent Agenda**

1. Minutes June 13, 2017 Regular Session— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board approve minutes from the June 13, 2017 - Regular Session
2. Tourist Development Tax - Treasurers Report— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board review and approve the Treasurer's report to date on the Tourist Development Tax.

**2. Regular Agenda**

**i. Budget: Advertising**

**A. FY 17/18**

1. 2018 The Travel Guide to Florida— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board review and vote on The Travel Guide to Florida 2018 by Globelite.
2. RPM Services Group Additional Services 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the proposed additional services offered by RPM Services Group.

3. 2018 Visit Florida Vacation Guide— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the 2018 Visit Florida Official Florida Vacation Guide published by Miles Partnership through Miles Media.

## ii. Budget: Promotions

### A. FY 17/18

1. Special Event Activity requested by Okeechobee Battlefield Friends February 24 and February 25, 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the request for the Special Event Activity requested by the Okeechobee Battlefield Friends for the Battle of Okeechobee Reenactment.

2. Special Event Host grant requested by Florida High School Rodeo Association May 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Special Event Host application from the Florida High School Rodeo Association (FHSRA) for the FHSRA State Finals Rodeo.

3. Special Event Host grant requested by Yeehaw Music Fest January 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Special Event Host application from the Yeehaw Music Fest by Evans Media Source.

4. Host Request Gator Cup @ Quail Creek Plantation February 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Special Event Host application for the Gator Cup @ Quail Creek Plantation February 14-18, 2018.

5. Host Request Florida BASS Nation Pro/Am State Championship— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Special Event Host application from the Florida BASS Nation Pro/Am State Championship October 28-29, 2017

## V. Tourism Coordinator Updates

1. Visit Florida Marketing Partner— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a recommendation from staff to continue as a marketing partner with Visit Florida.

2. Tourism Coordinator Conference— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report from staff regarding upcoming networking and educational conference.

**VI. TDC Board Updates**

**VII. Adjournment**