



**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, September 26, 2017**

**6:00 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**

- a. Minutes August 15, 2017 Regular Session— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board approve minutes from the August 15, 2017 - Regular Session
- b. 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. Florida Sport Fishing— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board review and vote on advertising opportunities presented by Florida Sport Fishing.

3. Where Publications— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board meeting review and vote on advertising opportunities presented by Where Publications.

4. Destination Lake Okeechobee Regional Visitors Guide— Sharie Turgeon

That the Tourist Development Council Advisory board receive information on an advertising opportunity with the new Destination Lake Okeechobee Regional Visitors Guide.

5. Southern Kayak Fishing Magazine— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on advertising opportunities presented by Southern Kayak Fishing Magazine.

6. 2017 18 Fish Florida Mobile App Renewal— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the renewal of the Fish Florida mobile application.

7. USA Today Go Escape New York— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board review and vote on the advertising opportunity presented in USA Today Go Escape to New York.

8. USA Today Go Escape Winter Edition— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board review and vote on the advertising opportunity presented in USA Today Go Escape to Winter Edition.

9. Remnant Ad Space in Good Housekeeping, Redbook and Woman's Day— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board review and vote on the advertising opportunities proposed for Good Housekeeping, Redbook and Woman's Day.

10. Tourism Coordinator Discretionary Advertising Fund— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board discuss and vote on authorizing a \$5,000.00 discretionary fund be available for the Coordinator to use towards advertising opportunities without board approval or review.

**ii. Budget: Promotions**

**A. FY 17/18**

1. 2018 BFL Gator Division Super Tournament— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the requested host fee for the BFL Gator Division Super Tournament September 22-23, 2018.

2. 2018 BFL Gator Division 1 day Pro Am Bass Tournament— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the requested host fee for the BFL Gator Division 1 Day Pro Am Bass Tournament March 17, 2018.

3. Activity Request Okeechobee Main Street— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the request for the Special Event Activity requested by Okeechobee Main Street for Special Event Activity of a snowglobe that will be an interactive back drop for memorable Christmas photos.

4. 2017 18 Florida Airboat Association— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Florida Airboat Association (FAA) Unity Weekend host request of \$5,000.00.

5. Host Request American Bass Anglers - RAM Truck Open December 2017, February and March 2018— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Special Event Host application from the American Bass Anglers - RAM Truck Open Series December 16-17, 2017, February 17 and March 24, 2018.

6. FY 17 18 Special Event Marketing Program— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory board receive a report on the final letter of intent for the 2018 Cow Town rodeo. This final reimbursement will be in the amount of \$2,500.00. No further funding will be encumbered to the Cattleman's Association for the Special Event Marketing Advertising Grant through the Tourist Development Council.

7. Additional Funding Request for Costa Tournament— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and approve the request for an additional \$5,000.00 for miscellaneous expenses to host the 2018 Costa tournament.

**iii. General Business**

1. Tourist Development Council Advertising Guidelines— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board establish guidelines for advertising and promotional opportunities.

2. TDC Advisory Board 17/18 Meeting Schedule— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board discuss and approve a meeting schedule of the TDC Advisory Board for the new Fiscal Year 2017/18.

**V. Tourism Coordinator Updates**

1. Florida Governor's Conference Review— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a brief review of the Florida Governor's Conference.

**VI. TDC Board Updates**

**VII. Adjournment**