



**Okeechobee County
Tourist Development Council**

Meeting Location
2800 NW 20th Trail
Okeechobee, FL 34972
863-763-6441
www.co.okeechobee.fl.us

Regular Meeting

~ Agenda ~

Tuesday, January 9, 2018

5:30 PM

Okeechobee County Airport

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. 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.

b. Minutes September 26, 2017 Regular Session— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and 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— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on the 2018 Good Sam Travel and Savings Guide package.

2. 2018 The Travel Guide to Florida— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on The Travel Guide to Florida 2018 by Globelite.

3. Destination Lake Okeechobee Regional Visitors Guide— Sharie Turgeon

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

4. USA Today Go Escape Florida & Caribbean— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on the 2018 USA Today Go Escape Florida & Caribbean advertising opportunity.

5. 2018 Game and Fish Magazine— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report to date on the Game and Fish advertising opportunity.

6. 2018 Birdwatcher's Digest— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on the advertising opportunities with Birdwatcher's Digest (BWD).

ii. Budget: Promotions

A. FY 17/18

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

That the Tourist Development Council (TDC) Advisory Board review B.A.S.S Host Opportunities for the next fiscal year 2018/19.

2. Fishing Tournaments FY 17/18— Sharie Turgeon

That the Tourist Development Council (TDC) receive a report on year to date fishing tournaments for current fiscal year.

B. FY 18/19

1. XTreme Bass Series Inc— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the application for the XTreme Bass Series Championship host fee of \$3,500.00 November 1-3, 2018.

2. 2018 Toho Marine Elite Pro Team Trail— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the application for the host of \$3,500.00 Toho Marine Elite Pro Team Trail October 26-28, 2018.

3. Toho Elite One Man Series Championship— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the application for host fee of \$2,500.00 for the Toho Marine Elite One Man Series Championship November 9-11, 2018.

iii. General Business

1. 2018 Event Calendar for TDC— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a 2018 Calendar of Events.

V. Tourism Coordinator Updates

1. Travel and Adventure Show(s) Update— Sharie Turgeon

That the Tourist Development Council (TDC) receive an update on the Travel and Adventure Shows.

VI. TDC Board Updates

VII. Adjournment