



**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, April 17, 2018

9:00 AM

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 McCain	Councilman
Sharie Turgeon	Coordinator
Jeff Shain	Deputy Clerk

I. Commencement

II. Public Comment

III. Revisions

IV. Agenda

1. Consent Agenda

- a. Minutes January 9, 2018 Regular Session— Sharie Turgeon
That the Tourist Development Council (TDC) Advisory Board review and approve minutes from the January 9, 2018- 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. Guest - Joe Graisbury - RPM Media— Sharie Turgeon
That the Tourist Development Council (TDC) Advisory Board listen to a presentation as well as discuss and vote on advertising opportunities available through online marketing.
2. Travel and Adventure Show Presentation— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report from the Tourism Coordinator regarding the Travel and Adventure Shows

3. Florida Turnpike Toll Booth Advertising— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on advertising on the Florida Turnpike.

4. Fiscal Year 17/18 Advertising Reports— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on fiscal year 17/18 advertising from last meeting.

B. FY 18/19

1. 2018/19 Good Sam Travel & Savings Guide— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the 2018/19 Good Sam Travel and Savings Guide package.

2. 2018/19 Travel and Adventure Show— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and approve attending the Travel and Adventure Shows in January 12-13, 2019, February 9-10, 2019 and March 16-17, 2019.

3. 2018/19 Trips to Discover— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the proposed marketing opportunity with Trips to Discover.

ii. Budget: Promotions

A. FY 17/18

1. Fiscal Year 17/18 Promotional Event Report— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a report on fiscal year 17/18 Promotional events from last meeting.

B. FY 18/19

1. Florida B.A.S.S. Nation Junior/High School Qualifier— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Florida B.A.S.S. Nation Junior/High School Qualifier application for the 2018/19 Fiscal Year.

2. 2018/19 Host Request - Lake Okeechobee Crappie Series— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the host application from Jigamonics Outdoors for the first Lake Okeechobee Crappie Series.

iii. General Business

1. Advisory Board Restructure— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and approve the recommendation to restructure the advertising expenditure procedure.

2. Tourst Development Council 2018/19 Proposed Budget— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and discuss the proposed 2018/19 Tourist Development Budget.

V. Tourism Coordinator Updates

1. Tourism Coordinator Updates— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive notification of upcoming project and travel as well as upcoming board vacancies.

VI. TDC Board Updates

VII. Adjournment