



**Okeechobee County  
Tourist Development Council**

Meeting Location  
304 NW 2nd Street  
Okeechobee, FL 34972  
863-763-3959  
[www.co.okeechobee.fl.us](http://www.co.okeechobee.fl.us)

**Regular Meeting**

~ Agenda ~

---

**Tuesday, July 17, 2018**

**9:00 AM**

---

**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 MAY 15, 2018 REGULAR SESSION— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and approve minutes from the May 15, 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. General Business**

1. ELECTION OF CHAIR AND VICE CHAIR— Sharie Turgeon

The Tourist Development Council (TDC) Advisory Board must elect a chair and vice chair.

2. ADVISORY BOARD TRAINING— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board receive a presentation that will educate them on what it means to be a board member of the TDC.

3. 2018/19 BUDGET PROPOSAL— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and approve the budget that will be proposed to the Board of County Commissioners for 2018/19.

ii. **Budget: Advertising**

A. **FY 17/18**

B. **FY 18/19**

1. 2019 VISIT FLORIDA VISITOR GUIDE— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the 2019 Visit Florida Official Florida Vacation Guide published by Miles Partnership through Miles Media.

iii. **Budget: Promotions**

A. **FY 17/18**

1. 2017/18 CATTLE BATTLE— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the 2017/18 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show.

B. **FY 18/19**

1. 2018 19 CATTLE BATTLE— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the 2018/19 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show.

2. CONVOCATION OF SEMINOLE WAR HISTORIANS— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the Host Request for the Convocation of Seminole War Historians by the Okeechobee Battlefield Friends April 26-28, 2019.

3. 2019 FLORIDA HIGH SCHOOL RODEO STATE FINALS— Sharie Turgeon

That the Tourist Development Council (TDC) Advisory Board review and vote on the application to Host the High School Rodeo State Finals.

4. HOST REQUEST AMERICAN BASS ANGLERS - RAM TRUCK OPEN DATES TBD— 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 with dates TBD in 2019.

5. HOST REQUEST GATOR CUP @ QUAIL CREEK PLANTATION FEBRUARY 2019— 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 11-17, 2019.

6. 2018 19 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.
7. EVENT HOST GRANT REQUESTED BY EVANS MEDIA SOURCE  
JANUARY 2019— 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.
8. 2018/19 COW TOWN RODEOS HOST REQUEST— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board review and vote on the Host request by the Cattleman's Association.

**V. Tourism Coordinator Updates**

1. TOURISM COORDINATOR UPDATES— Sharie Turgeon  
That the Tourist Development Council (TDC) Advisory Board receive a report from the Tourism Coordinator regarding newest updates.

**VI. TDC Board Comments**

**VII. Adjournment**

**VIII. Action Items**