



Action Notes: **Tourist Development Council**

Okeechobee County, Florida

Tuesday, January 9, 2018

Regular Meeting

Roll Call

I. Commencement

II. Public Comment

Approved: Motion to close Public Comments.

III. Revisions

Tourist Development Coordinator Sharie Turgeon addressed the Board and stated there are a few revisions to the Agenda

IV. Agenda

1. Consent Agenda

- a. **Approved:** the Treasurer's report to date on the Tourist Development Tax.
- b. **Approved:** minutes from the September 26, 2017 - Regular Session

2. Regular Agenda

i. Budget: Advertising

A. FY 17/18

1. **Received:** a report on the 2018 Good Sam Travel and Savings Guide package.
2. **Received:** a report on The Travel Guide to Florida 2018 by Globelite.
3. **Received:** a report on the advertising opportunity with the new Destination Lake Okeechobee Regional Visitors Guide.
4. **Received:** a report on the 2018 USA Today Go Escape Florida & Caribbean advertising opportunity.
5. **Received:** a report to date on the Game and Fish advertising opportunity.
6. **Received:** a report on the advertising opportunities with Birdwatcher's Digest (BWD).

ii. Budget: Promotions**A. FY 17/18**

1. **Approved:** to submit a proposal to B.A.S.S. Nation Championship with the following: \$15,000 host fee, plus Meeting Space, Banquet, Ramp Fees, High Speed Internet, Overnight Security and Ice. Also includes complimentary items except for box lunches, day trips and hotel rooms.

Approved: Motion to to submit a proposal to B.A.S.S. Master Team Championship with the following: \$15,000 host fee, plus Meeting Space, Welcome Banquet, Ramp Fees, High Speed Internet, Overnight Security and Ice. Also includes complementary items except for Fish Off Reception, Meal Vouchers and Hotel Rooms.

2. **Received:** reports on Economic Impact for, Lakeland Jr. Bassmaster (\$744,000+), Toho Elite One Man Series (\$56,000+) and FBN Pro/Am State Championship (\$248,000+).

B. FY 18/19

1. **Approved:** the application for the XTreme Bass Series Championship host fee of \$3,000.00 November 1-3, 2018, and give them the use of C. Scott Driver for their banquet meeting.
2. **Approved:** the application for the host of \$2,500.00 Toho Marine Elite Pro Team Trail October 26-28, 2018.
3. **Approved:** the application for host fee of \$2,000.00 for the Toho Marine Elite One Man Series Championship November 9-11, 2018.

iii. General Business

1. **Received:** a 2018 Calendar of Events.

V. Tourism Coordinator Updates

1. **Received:** an update on the Travel and Adventure Shows.

VI. TDC Board Updates**VII. Adjournment**

Approved: Motion to adjourn.