



## Action Notes: **Tourist Development Council**

Okeechobee County, Florida

Tuesday, April 17, 2018

*Regular Meeting*

### **Roll Call**

#### **I. Commencement**

#### **II. Public Comment**

**Approved:** Motion to close Public Comments

#### **III. Revisions**

There were no revisions to the Agenda.

#### **IV. Agenda**

##### **1. Consent Agenda**

- a. **Received:** Review and approve minutes from the January 9, 2018- Regular Session.
- b. **Approved:** the Treasurer's report to date on the Tourist Development Tax.

##### **2. Regular Agenda**

###### **i. Budget: Advertising**

###### **A. FY 17/18**

1. **Received:** a presentation by Joe Graisberry with RPM Media on advertising opportunities available through online marketing.
2. **Received:** a report from the Tourism Coordinator regarding the Travel and Adventure Shows.
3. **Approved:** starting in April to do advertising on the Florida Turnpike at the Exit Booths in Ft. Pierce for a cost of \$6,286.
4. **Received:** a report on fiscal year 17/18 advertising from last meeting.

###### **B. FY 18/19**

1. **Received:** review on the 2018/19 Good Sam Travel and Savings Guide package.

2. **Approved:** attending the Travel and Adventure Shows in January 12-13, 2019, February 9-10, 2019 and March 16-17, 2019.
3. **No Action Taken:** Joe Graisbury offered to review the proposal.

ii. **Budget: Promotions**

A. **FY 17/18**

1. **Received:** a report on fiscal year 17/18 Promotional events from last meeting.

B. **FY 18/19**

1. **Approved:** the Florida B.A.S.S. Nation Junior/High School Qualifier application for the 2018/19 Fiscal Year for the amount of \$5,000.
2. **Approved:** the host application from Jigamonics Outdoors for the first Lake Okeechobee Crappie Series in the amount of \$1000.

iii. **General Business**

1. **Consensus of the Board:** to take the recommendation from Tourist Development Coordinator Sharie Turgeon to restructure the advertising expenditure procedure.
2. **Consensus of the Board:** increase the advertising budget to 125,000 for the proposed FY 2018/19 Tourist Development Budget.

V. **Tourism Coordinator Updates**

1. **Received:** notification of upcoming project and travel as well as upcoming board vacancies.

VI. **TDC Board Updates**

VII. **Adjournment**