



Action Notes: **Tourist Development Council**

Okeechobee County, Florida

Tuesday, July 17, 2018

Regular Meeting

Roll Call

I. Commencement

II. Public Comment

III. Revisions

Tourist Development Director Sharie Turgeon requested to have Item 2 of the FY 18/19 moved up regarding the Convocation of the Seminole Wars.

IV. Agenda

1. Consent Agenda

- a. **Received:** Minutes from the May 15, 2018 TDC Regular Session.
- b. **Presented:** the Treasurer's report to date on the Tourist Development Tax.

2. Regular Agenda

i. General Business

1. **Conducted:** election a Chair and Vice Chair.

Approved: a. Election of Chairman.

Approved: Motion to close nominations and elect Councilman Bradley G. Goodbread for Chairman.

- b. Election of Vice Chair.

Approved: Motion to close nominations and elect Councilman Noel Chandler as Vice Chair.

2. **Deferred:** a PowerPoint Presentation that will educate the Board on what it means to be a board member of the TDC.
3. **Approved:** 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. **Approved:** the 2019 Visit Florida Official Florida Vacation Guide published by Miles Partnership through Miles Media, for a 1/6 page ad in full color at a cost of \$3,553.00.

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

1. **Approved:** the 2017/18 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show, for the amount of \$3,000.

B. FY 18/19

1. **Approved:** the 2018/19 Cattle Battle application for August 2018 event hosted by the Okeechobee Youth Livestock Show, for the amount of \$3,000.
2. **Approved:** the Host Request for the Convocation of Seminole War Historians by the Okeechobee Battlefield Friends April 26-28, 2019, for the amount of \$5,000.
3. **Approved:** the application to Host the High School Rodeo State Finals, for the amount of \$18,000.
4. **Approved:** the Special Event Host application from the American Bass Anglers - RAM Truck Open Series with dates TBD in 2019, total host fee is \$2,500.00 for two tournaments.
5. **Approved:** the Special Event Host application for the Gator Cup @ Quail Creek Plantation February 11-17, 2019, for the amount of \$15,000.
6. **Approved:** the Florida Airboat Association (FAA) Unity Weekend host request for the amount of \$5,000.00.
7. **Approved:** the Special Event Host application from the Yeehaw Music Fest by Evans Media Source, for the amount of \$6,000.00.
8. **Approved:** the Host Fee request by the Cattleman's Association, in the amount of \$8,000.

V. Tourism Coordinator Updates

1. **Received:** a report from the Tourism Coordinator regarding newest updates.

VI. TDC Board Comments

VII. Adjournment