

**Leon County Tourist Development Council  
Advertising Committee Meeting  
Minutes – September 28, 2009  
TDC Board Room, 106 East Jefferson Street**

**Attendance:**

Russell Daws, TDC Chair  
Michelle Wilson, TDC Advertising Committee  
Chucha Barber, TDC Advertising Committee  
Lee Daniel, Visit Tallahassee  
Carrie Zimmerman, The Zimmerman Agency  
Richard Long, The Zimmerman Agency  
Alice Bonn, The Zimmerman Agency  
Vince Long, Deputy County Administrator  
Kerri Post, Visit Tallahassee  
Tom Flanigan, WFSU FM  
Mike McHargue, The Zimmerman Agency  
Chris O'Brien, Visit Tallahassee

The meeting was called to order at 10:11 AM. Lee Daniel welcomed everyone and explained the role of the TDC's Advertising Committee. He passed along Marc Bauer regrets at not being able to attend, but explained that Marc had seen the presentation as part of the Leon County RFP Evaluation Committee for Advertising and Public Relations Services. Mr. Daniel also explained that a group of local hospitality industry partners had seen the presentation last week and had expressed a very favorable reaction.

He then turned the presentation to Carrie Zimmerman who introduced Alice Bonn who heads up the TDC's account for public relations, Richard Long who heads up the advertising and Mike McHargue heads up all socials and digitals.

Ms. Zimmerman then gave a presentation on the research and rationale that went into the new campaign for Tallahassee and Leon County. She showcased the proposed new logo of Visit Tallahassee, Florida's Capital City and the tag line of "Where It All Comes Together".

She then presented a video to demonstrate the agency's understanding of the Tallahassee area and what makes this destination so special. Vince Long expressed a desire to have the video on the county's Web site.

As part of the presentation, Ms. Zimmerman and team explained that the agency is working on two different campaigns. One is called "Reasons to Come Here" and the other is "Inviting Reasons". Both have the goal of helping make Tallahassee and Leon County a destination defined by reasons to visit and to increase revenue for hotels and travel related entities in Tallahassee and Leon County. Samples of various print advertisements were presented.

Mr. McHargue spoke about a number of digital and social marketing opportunities that included Facebook, an iPhone application, guided tours Twitter applications and promotions and more.

More traditional promotional opportunities and public relations strategies were also discussed.

Mr. Daniel explained that October 1 is this week and that several projects are underway or need to move quickly, such as the Visit Florida Magazine ad. He asked for opinions from the committee on the new logo and creative.

Ms. Wilson expressed a very favorable impression, and that it is exciting and looks forward, and the Social marketing is incredible. A discussion on the rebuilding of the Web site then ensued.

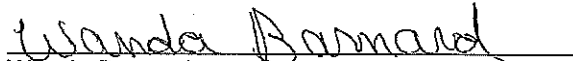
Ms. Barber liked the presentation and where it's going. She presented several ideas that will be either incorporated into the overall campaign or followed-up up by staff including Florida high schools and pre-college visits, the Tallahassee film festival and Tallahassee Democrat, our weather, special events and summer camps. Ms. Wilson and Mr. Daws agreed and gave other examples.

Mr. Daws expressed a desire to have the entire community embrace, our video and he would love to have all the musicians in Tallahassee make a Tallahassee song.

Mr. Daniel then asked for a motion for the TDC's Advertising Committee to approve the new creative strategy so that staff and the agency could move forward. Ms. Wilson moved, seconded by Ms. Barber, and the motion was carried unanimously.

The presentation will be made to the full Tourist Development Council on November 5.

Being no further business, the meeting adjourned 11:28 a.m.

  
Wanda Barnard