

## REVISED

### Leon County Tourist Development Council Minutes of the November 5, 2009 Meeting

**MEMBERS PRESENT:** Russell Daws, Chairman  
Georgia Ackerman  
Chucha Barber  
Marc Bauer  
Commissioner Dailey  
Sam Patel  
Michelle Wilson  
Commissioner Ziffer

**MEMBERS ABSENT:** Mayor Marks

**STAFF PRESENT:** Lee Daniel, TDC  
Kaye Strong-Hogan, TDC  
Wanda Barnard, TDC  
Brian Hickey, Tallahassee Sports Council  
Chris O'Brien, Tallahassee Sports Council  
Kerri Post, Visit Tallahassee  
Katie Kole, Visit Tallahassee  
Lorrie Allen, Visit Tallahassee  
Raymond James, Visit Tallahassee

**GUESTS PRESENT:** Jay Revell, Leon County  
Curtis Zimmerman, The Zimmerman Agency  
Richard Long, The Zimmerman Agency  
Alice Bonn, The Zimmerman Agency

**Call to Order** - The meeting was called to order at 9:10 a.m. by Chairman Russell Daws, who extended a warm welcome to guests and TDC members. Chairman Daws welcomed Commissioner Gil Ziffer, who was appointed to fill the unexpired term of Commissioner Allan Katz. He also reported that Michelle Wilson was reappointed to serve another term on the TDC.

#### **Request for Additional Agenda Items – None**

**Items for Consent** – Chairman Daws called for a motion to approve items under consent. Michelle Wilson pointed out that she was not listed as a participant in the October 19, 2009 Regional Grant Program Meeting Minutes. Motion was made by Commissioner Ziffer to approve the following items for consent with the correction noted to add Michelle Wilson as a participant at the Regional Grant Program Meeting:

1. September 3, 2009 Meeting Minutes
2. September 28, 2009 Advertising Committee Meeting Minutes
3. October 19, 2009 Regional Grant Program Meeting Minutes
4. Direct Marketing and Convention Services
5. Financial Reports September/October 2009
6. Total Year-to-Date Bed Tax Collections
7. Advertising/PR Activity Report
8. Marketing Research Report

Motion was seconded by Michelle Wilson and carried unanimously.

### **General Business**

- Bylaws Revision – Lee Daniel pointed out a minor change in the Bylaws in Article III, Section 4 regarding attendance. New language states “should a member miss two of three consecutive regular meetings without cause or prior approval from the Chair, this may constitute an involuntary removal from services.”

Motion to approve the added language was moved by Chucha Barber and seconded by Commissioner Ziffer and carried unanimously.

- **Committee Reports**

Advertising Committee Report – There were no updates from the Advertising Committee.

Special Event Grant Committee Report on Regional Grant Program – Lee Daniel reported that beginning 2010-2011 Fiscal Year, the TDC will offer a Regional Special Event Grants Program for events in Wakulla, Gadsden, Franklin and Jefferson Counties. He provided a draft of guidelines and an application for the program. The Special Event Grant Committee will meet to finalize the program and bring it back for TDC approval prior to the opening of the cycle in 2010-2011.

Chair Appointments for Advertising, Direct Sales & Budget Committees – Chairman Daws reported that Marc Bauer will Chair the Advertising Committee, Michelle Wilson will Chair the Direct Sales Committee, Sam Patel will Chair the Budget Committee and Georgia Ackerman will Chair the Special Event Grant Committee.

Lee Daniel discussed the three goals to enhance the community that were part of the Strategic Plan that was approved by the BCC and the TDC. Chucha Barber has agreed to chair the Community Relations Committee. He asked that TDC members consider a Chair for the Destination Development Task Force Committee between now and the next meeting.

Visitor Guide and Web Listings – Lee Daniel reported that recommended policies were sent out prior to the meeting and requested recommendations or concerns from TDC members. He noted that he got input from staff and they were in agreement with the policies. After discussion Commissioner Dailey moved to

approve both policies. Michelle Wilson seconded the motion and it carried unanimously.

Jack Rabbit Presentation & Approval Request – Kerri Post presented to the TDC on an exciting new initiative – BookDirect Jack Rabbit System that generates qualified clicks from the VisitTallahassee.com website directly to lodging facilities. She pointed out that more than 22 Destination Marketing Organizations (DMOs) throughout Florida utilize the BookDirect with the Jack Rabbit System.

After discussion and questions, staff was directed to work with the vendor (Miles Media) and area lodging properties to learn more about the program and answer any questions they may have. This item will be brought back for consideration and approval and the January meeting of the TDC.

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

He then presented a video to demonstrate the agency's understanding of the Tallahassee area and what makes this destination so special.

Alice Bonn and Richard Long 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. Other promotional opportunities and public relations strategies were also discussed.

Chucha Barber commented on the billboards noting that she does not feel that 6,200 hotel rooms in Tallahassee would encourage her to exit off I-10. She emphasized that billboards are a powerful medium and she would like to see some compelling reasons to get off the Interstate. As a parent, she stated that something that would be attractive to her children would be a good reason to stop in Tallahassee. Commissioner Ziffer agreed that billboards should not just focus on hotel rooms.

Sports Grants Requests (Out of Cycle) – Brian Hickey reported on three Special Event Grant Applications that were submitted out of cycle. He provided an attachment which included the visitor impact information and the anticipated economic impact of each event as well as the recommended funding amounts of \$1,600 for the Tallahassee Serinas, \$4,000 for the NCAA Volleyball 1<sup>st</sup> & 2<sup>nd</sup> Rounds and \$2,000 for Gym Force Classic.

Chairman Daws pointed out that since these applications were received out of cycle, the TDC could consider the requests based on a super majority vote of the TDC. Commissioner Dailey moved, seconded by Chucha Barber, to approve the

three requests for funding. Michelle Wilson expressed concern about funding the NCAA Volleyball due to the amount of funding that has already been provided to FSU. Chairman Daws requested a showing of hands for a super majority vote to consider the three requests for funding. The motion failed due to lack of a super majority vote. Marc Bauer recommended that each event be voted on separately.

Motion to approve the Winter Invitational Synchronized Swimming in the amount of \$1,600 was moved by Commissioner Dailey and seconded by Sam Patel. Motion carried unanimously.

Motion to approve the NCAA Volleyball 1<sup>st</sup> & 2<sup>nd</sup> Rounds in the amount of \$4,000 was moved by Commissioner Dailey and seconded by Commissioner Ziffer. The motion passed 7-1 with Michelle Wilson opposing.

Motion to approve the Gym Force Classic Gymnastics in the amount of \$2,000 was moved by Commissioner Dailey and seconded by Chucha Barber. Motion carried unanimously.


Staff Update – Lee Daniel reported that he is thrilled with the Visit Tallahassee Team and the next step is to roll out the campaign at an event to be held November 18 at Hotel Duval. The theme is “Touchdown Tallahassee” and he hopes to have 100-150 industry stakeholders in attendance.

Budget Reallocation – Lee Daniel reported that the TDC was under budget for the new employee benefits by \$24,760. This amount will be adjusted by reallocating funds within the total approved marketing budget of \$1,026,611. He plans to go back to the Commission mid-year and request a transfer from contingency if additional funding is needed.

New Marketing Research Survey Instrument – In the essence of time, this item will be discussed at the January meeting.

Photography, Business Cards, Stationery & B-Roll Update – In the essence of time, this item will be discussed at the January meeting.

Being no further business, the meeting adjourned at 11:03 a.m.

  
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Russell S. Daws, Chairman

  
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Attest: Wanda Barnard