

Leon County Tourist Development Council

Minutes of the September 3, 2009 Meeting

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

MEMBERS ABSENT: Mayor Marks

STAFF PRESENT: Lee Daniel, TDC
Kaye Strong-Hogan, TDC
Wanda Barnard, TDC

GUESTS PRESENT: Brian Hickey, Tallahassee Sports Council
Chris O'Brien, Tallahassee Sports Council
Katie Kole, Visit Tallahassee
Lorrie Allen, Visit Tallahassee
Raymond James, Visit Tallahassee
Rebecca Dirden-Mattingly, Visit Tallahassee
Jay Revell, Leon County

Call to Order - The meeting was called to order at 9:11 a.m. by Chairman Russell Daws, who extended a warm welcome to guests and TDC members. Chairman Daws recognized Lee Daniel for his accomplishments and encouraged him to keep up the good work.

Request for Additional Agenda Items – None

Items for Consent – Chairman Daws called for a motion to approve items under consent. The motion was moved by Commissioner Dailey and seconded by Michelle Wilson to approve the following items for consent. The motion carried unanimously.

1. July 21, 2009 meeting minutes
2. Direct Marketing and Convention Services
3. Financial Reports July/August, FY2009
4. Total Year-to-Date Bed Tax Collections

General Business

- Committee Reports

Special Event Grants Committee Report – Chairman Daws expressed appreciation to Michelle Wilson, Marc Bauer and Georgia Ackerman for their hard work in reviewing the Special Event Grant requests for FY 2009/2010. Michelle Wilson reported that each application was carefully reviewed and a total of thirty applications totaling \$133,078 were received. A detailed listing of funding requests received, average score received, requested amounts and the committee's recommended funding level was provided to TDC members in advance of the meeting.

After discussion, Commissioner Dailey moved approval of items four through 30, taking out the three applications received from Gadsden County. Motion was seconded by Georgia Ackerman. Commissioner Dailey pointed out that he had a good meeting with Lee Daniel regarding the grants and why he is opposed to funding the three applications from Havana. He expressed concern with using Leon County bed tax funds to support events occurring outside of Leon County without first setting up guidelines more specific to regional events. He suggested setting aside another grant budget to support regional tourism. Lee Daniel suggested working with the Special Event Grant Committee to bring back recommendations to the TDC for consideration.

The motion made earlier by Commissioner Dailey and seconded by Georgia Ackerman to approve items 4-30 carried unanimously.

Sam Patel made a motion to approve items 1-3 as recommended by the Special Event Grant Committee. The motion was seconded by Georgia Ackerman.

Chucha Barber moved to approve all thirty applications as recommended by the Special Event Grant Committee. Motion was seconded by Sam Patel and carried with one opposing vote by Commissioner Dailey. Chucha Barber also moved to support a regional application process with a budgeted amount of \$5,000 and a request for the Special Event Grant Committee to establish guidelines. Motion was seconded by Commissioner Dailey and carried with one opposing vote by Sam Patel.

Funding Request for Capital City Countdown (\$5,000-Out of Cycle) – Chairman Daws pointed out that item could be considered with a majority vote of the TDC. He entertained a motion to consider the request. Hearing no motion, the request died for lack of support.

Sports Council Grants Report – Brian Hickey reported that the Tallahassee Sports Council met on September 1, 2009 to review the applications received for sporting events. He provided an attachment which included the visitor impact information, average score of the committee and funding recommendations from the Tallahassee Sports Council. There were a total of 74 applications received requesting a total of \$165,070. After thorough review of each application, the total amount recommended for funding was \$62,200 for the first cycle.

Commissioner Dailey moved approval of the Sports Council's recommendations. Motion was seconded by Michelle Wilson and carried unanimously.

Advertising RFP Evaluation Committee Report and Vote to Approve – Lee Daniel reported that the evaluation committee selected to review the responses to the Request for Proposals for Tourism Related Advertising, Promotional & Public Relations Services for Leon County consisted of Russell Daws, Marc Bauer, Ken Morris, Jon Brown and Lee Daniel. The committee first met on August 13, 2009 to get instructions from Leon County Purchasing and to pick up responses from Moore Consulting Group, Paradise Advertising & Marketing, Ron Sachs Communications and The Zimmerman Agency. The committee met again on August 21 to enter the individual judge's scores based on the guidelines outlined in the RFP and to determine a list of finalist agencies. Based on the combined scores of the members, the committee unanimously recommended that the top-two ranked firms, The Zimmerman Agency and Paradise Advertising & Marketing be invited back to make oral presentations to the committee on September 1. On September 1, both agencies made very professional hour-long presentations and then answered questions from committee members. The final scoring results had The Zimmerman Agency with 3,430 points in Round 1 added to 3,977 points in Round 2 for a grand total of 7,407 points. Paradise Advertising & Marketing garnered 3,344 points in Round 1 and 3,584 in Round 2 for a grand total of 6,928.

Marc Bauer moved, seconded by Russell Daws and unanimously approved by the committee to rank The Zimmerman Agency as the number one firm and request that the ranking be forwarded to the Board of County Commissioners for consideration at the September 22 meeting. If approved by the Board on September 22, The Zimmerman Agency would officially begin work on October 1.

Commissioner Dailey moved, seconded by Sam Patel, to support the committee's recommendation. Motion carried unanimously.

Research – Lee Daniel reported that Dr. Mark Bonn was unable to attend the meeting, but provided data from the FY 2008 Fourth Quarter Report and Year End Annual Report. Dr. Bonn will be invited to the November TDC meeting to discuss the reports.

Tourism Strategic Plan Draft Presentation – Lee Daniel reported that the Business Plan Draft and the Strategic Plan Draft will be submitted to the Board of County Commissioners on September 8.

Sports 2009 – 2010 Goals and Sales Plan – Brian Hickey and Chris O'Brien reviewed highlights of the 2009 – 2010 Goals and Sales Plan.

Leisure Travel 2009-2010 Sales Plan – Lorrie Allen reviewed highlights of the 2009-2010 Sales Plan for Leisure Travel.

Meetings and Conventions 2009-2010 Sales Plan – Lorrie Allen reviewed highlights of the 2009-2010 Sales Plan for Meetings and Conventions.

Marketing Communications 2009-2010 Sales Plan – Katie Kole reviewed highlights of the 2009-2010 Sales Plan for Marketing/Communications.

Visitor and Guest Services FY 2010 – Raymond James reviewed highlights of the Visitor and Guest Services FY 2010 Sales Plan.

Film Strategic Plan and Sales Plan – Rebecca Dirden-Mattingly reviewed the 2009-2010 Strategic Plan and Sales Plan for Film Tallahassee.

Michelle Wilson complimented Lee Daniel and staff regarding the 2010 Sales Plans. She noted that she has never seen such a good plan in all her years with the TACVB.

Chairman Daws also complimented Lee and staff noting that this is more than he's ever known about the Sales Plans in his years of service.

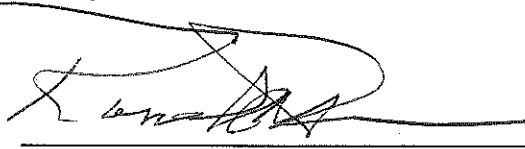
Commissioner Dailey moved, seconded by Chucha Barber to approve the 2009-2010 Sales Plans.

Update on CVB – Katie Kole reported that she continues to meet with FSU to discuss and plan 2009 football season and the Jacksonville State game featuring Visit Tallahassee as the sponsor.

Lee Daniel announced that Kerri Post will be joining Visit Tallahassee Team on October 1.

Chucha Barber reported that there has been a lot of talk about an 18-hour downtown and she was very disturbed to hear that the owners of 101 are no longer allowed to have jazz music outside of their establishment due to the fact that some of the condo owners do not like the music. She requested that Lee Daniel discuss this issue with Michael Parker.

Being no further business, the meeting adjourned at 11:53 a.m.



Russell S. Daws, Chairman



Attest: Wanda Barnard