Sumter County Tourist Tax Development Council Minutes
July 22, 2010
4:00 PM
Sumter County Administration Building
Room 142
910 N. Main Street, Bushnell, FL 33585

The meeting of the Tourist Development Council of Sumter County, Florida was called to order by TDC Chairman and Sumter County Chamber of Commerce Commissioner Doug Gilpin at 4:00 PM on April 22nd in Room 910 of the Sumter County Administration Building

A roll call vote was taken with the following TDC members present:

Present:

Mr. Douglas Gilpin	Chairman- Sumter County Board of County Commissioners
Brett Hage	T&D Waste (joining late)
Mr. Bob Hunt	Wildwood Country Resort
Mr. Dan McCormic	Sumter Shopping Center
Mr. Warren Maddox	City of Bushnell
Steve Lind	Tracey's Point

Absent:

Mr. Robby Strickland	City of Wildwood
Ms. Robbie Kellum	Wynnhaven
Mr. Douglas Tharp	The Villages

Chamber of Commerce Representatives

Ms. Lee Ann Carr	Sumter County Chamber of Commerce

Proper legal notice has been given and is attached to July Agenda. A quorum was declared.

Commissioner Gilpin welcomed attendees and Tourist Development Council Members to the meeting.

The April 22nd minutes were approved unanimously and without correction
Motion: Warren Maddox **Second:** Bob Hunt

Financial Review: The financial review was given by Lee Ann Carr. She noted that the chamber had included all funds that had been submitted to date and added in any sums that we do not expect be expended in order to close the purchase order. Still outstanding: Bushnell Dixie Youth in the amount of $7943.80 and Royal Homecoming 10,000.00. If each of these Grant Recipients have unused funds, the total net income will be slightly higher than the amount of $930,824.75 that is reflected in the net income on the financial report.

New Business:

Grant review of the Bushnell Fall Festival grant by TDC Members. JoAnn Pitts, Event Organizer is available to answer questions. A request for 11,389.20 to support Bushnell Fall Festival has been made by the City of Bushnell.

The narrative, representing the opinion of the Chamber Review Committee, was presented to the TDC. Based upon previous direction by the BOCC to fund only those events that bring overnight visitors to Sumter County and considering prior funding in the amount of 40,969.17. The description within the grant request states that the target audience is families throughout the county and the surrounding areas. According to the statutes, tourism funds are to be expended only on those events that have the attraction of tourists as their primary purpose with Tourists being defined as those individuals who reside outside of Sumter County. Upon consideration of

the BOCC directive, guidance of the statutes and the amount of prior TDC funding, it is the recommendation of the TDC Chamber Review Committee that this event not be funded using tourist development dollars.

Ms. Pitts

Chamber Review Committee ranks this event as a "3" – a tourism event of Average Impact and recommends funding of $15,030.21 with the stipulation that the Bushnell Dixie Youth check on the cost of installation of items since this cost is not included in their estimates and can be cost prohibitive.

Mr. Maddox, Bushnell Vice-Mayor spoke in favor of the event and disagreed with the Chamber's assessment stating that the event does draw some people from outside of the County although he acknowledges that it is a limited amount. The City of Bushnell will support the event should the Fall Festival does not receive Tourist Development dollars.
Families that return to Bushnell for reunions were discussed as an asset to tourism.
Bushnell was commended for their willingness to fund the entire and discussion returned to the possibility of reducing funding this year with the object of moving the event towards being self-supporting. The importance of committing our resources to larger projects was discussed.

Proposed expenditure of funds was discussed with a breakdown of advertising dollar. A suggestion to advertise in The Villages Daily Sun was made.

The difficulty of collecting data was discussed and suggestions on methodology discussed. Signage was discussed. Noted that event is operating at a loss compared to the budget.

Motion to reduce grant request by the amount of the sign ($2002.20) and to fund advertising and Sumter transit for a total of $9387.20
Motion: Mr. Hunt Second: Mr. Maddox
Mr. Maddox abstains
Motion passes 5:0 with Mr. Maddox, as Vice-Mayor of Bushnell abstaining

Florida Media advertising discussed. The Chamber has placed full page advertising in Florida Fishing and Boating, Florida Monthly and Florida Parks & Wildlife.

Unfinished Business
Discussion regarding change in TDC Administration. It was explained Sumter County Financial Services would be the first step in the grant review process and that the Chamber would no longer participate in the process although they might appear before the TDC as a grant applicant.

Executive Director reports that the Chamber was charged as a part of their contract to spend $15,000.00 in advertising and promotion. We have exceeded that amount. A report has been provided to Mr. Arnold.

Additional Business: Article related to Crappie tournament distributed and discussed.
With no other business, the meeting was adjourned at 4:45 pm.

Submitted by:
Lee Ann Carr
Sumter County Chamber of Commerce
July 30, 2010