



## Board of Directors Meeting

Wednesday, August 26, 2015 12:00 Noon  
Columbia County Tourist Development Office  
971 W. Duval Street  
Lake City, Florida 32055

### AGENDA

- Call to Order
- Welcome
- TDC Roll Call
- Introductions
  - Guests
- Approval of June 17, 2015, regular meeting minutes
- Staff Reports
  - Operations Report
    - Bed Tax and Smith Travel Reports
    - Financial Report
  - Marketing Update
    - Website
    - Social Media
  - Sports Marketing Update
    - Review Tournament Calendar
    - Southside Recreation Complex Update
- Old Business
- New Business
  - Arrowhead Cross Country 5K at the Oaks – Grant Request
  - Sports Grant Application
  - 2016 TDC Marketing Budget
- Adjournment

**Call to Order:** Chairman Rusty DePratter called the meeting to order at 12:10 pm and welcomed board members, staff and guests to the meeting.

**Roll Call:** TDC board members in attendance were Cecil Shaw, Brian Bickel, Nick Patel, Rusty DePratter, Mike Collins and Nupur Shukla. Members absent were Everett Phillips, Mahendra Patel and Zach Paulk. Staff in attendance included Paula Vann, Kelly Lowrey, Cody Gray and Michelle Moore. Guests included; Scott Ward (Assistant County Manager), Ben Scott (Sr. Assistant County Manager), Dennille Decker (LC-CCCOC), Abbie Chasteen (LC-CCCOC), Carter Jackson (LC-CCCOC), Paulette Lord (formerly with CCTDC), Teena Peavey (SOSMP), Austin Richmond (SCCOC), Justin Simmons (Crescendo Media), Dusty Smith (Alligator Lake Invitational), Glenn Hunter (CCED), Noah Walker (NCFL Advertiser), Laura Cardona (LCR), and Stew Lilker (CCO) . **A quorum was present.**

**Approval of Meeting Minutes:**

Approval of April 15, 2015 regular meeting minutes. **A motion was made by Mike Collins second by Brian Bickel to approve the minutes as presented. The motion was approved.**

**Operations Report:**

- **Bed Tax & Smith Travel Reports**

The Bed Tax Report was distributed. Paula Vann reported on the bed tax collections for April 2015, she also reported on the ADR and occupancy rate. All numbers show an increase over April of last year.

- **Financial Report**

The financial report was reviewed by the board members. **A motion was made by Nick Patel and second by Mike Collins that says the Financial Report was received. The motion was approved.**

**Marketing Report:**

- **Social Media**

Cody Gray reported that Columbia County TDC and the Lake City Columbia County Sports Commission launched two Facebook pages at the beginning of May. The pages are "Visit Columbia County" and "Southside Recreation Complex". Cody asked that everyone go like the pages and reported on the amount of followers the pages have and how the numbers grow each day.

- **Sports Booklet**

Cody mentioned the new sports booklet that the Columbia County Sports Commission published. He described the information that is available in the booklet.

- **Leads**

Cody Gray reported on the number of requests for the vacation guide. He said so far for 2015, we have received 5880 reader requests on the vacation guide.

- White Springs Bike Brochure  
Cody Gray introduced the New White Springs Bike Brochure that the Columbia County TDC along with Florida's Suwannee River Valley recently produced. Cody explained the details of the brochure and the QR codes in it that can be scanned by your phone and will take you to individual maps of that area.
- Visit Florida May 4<sup>th</sup> Article and TDC Post  
Cody mentioned an article that was posted on May 4<sup>th</sup> to the Visit Florida social media page about the Suwannee River and the Suwannee River Wilderness Trail. It received over 500 "likes" as well as 55 shares to other people's social media sites. The TDC has submitted for its own social media post and is set to launch on the Visit Florida page in the coming weeks. A report on this will be given at the next TDC meeting.
- TDC Website  
Cody said that the TDC is in the process of uploading the photo library to the designers for the TDC Website. The design and the site are still being worked on and it's set to tentatively launch in September.

#### **Sports Marketing Update:**

- Kelly Lowrey reported on the different tournaments and upcoming sports events for the coming months. He talked about the soccer leagues that will be coming to Lake City in August and about the sports schedule for our facilities in the next few weeks.

#### **Old Business:**

- LED Sign  
Rusty DePratter reported on the LED sign. Rusty said that he has been working with Paula Vann and Cody Gray on getting the LED sign specifications and they have submitted them to the county. The board should have the final specs by the next board meeting in two months.

#### **New Business:**

- Logo Presentation  
Paula Vann introduced the New Logo for the Columbia County Tourist Development Council. She explained the different aspects of the logo and what went into creating the design. Paula asked Cody Gray to share some of the ideas and concepts of the logo. Cody described the different color schemes and what the different colors could be used for.
- DEO Grant  
Paula Vann spoke about the DEO grant money and explained there is a wish list from each county. Paula along with Teena Peavey answered questions from the board members.

- Alligator Lake Invitational – Grant Request

A grant request was made by Dusty Smith for help with Alligator Lake Invitational. **A motion was made by Nick Patel and second by Mike Collins to approve \$1,750.00 for the Alligator Lake Invitational. The motion was approved.**

- 2016 Budget

Ben Scott presented the 2016 Budget to the board which included an increase in the bed tax collections. Nick Patel asked a question about the amount that the County came up with for the TDC to pay on the up keep for the Southside Recreation Complex. Mike Collins also asked a question about how many days a week the fields are used by other recreation. Mike Collins suggested that the City take part in some of the expense such as watering the fields. Ben Scott answered the boards' questions regarding the increase of bed tax revenue and continued the discussion between himself, Nick Patel and Mike Collins. No formal action was taken.

- Other

Stew Lilker asked a question about the agenda schedule and what happened to the logo presentation. Paula Vann answered and said the logo presentation had to be moved to the beginning of the agenda due to time constraints for some of the guests present.

- Board Meeting Sponsors

The board thanked Chick-fil-a for sponsoring the board meeting.

**Adjournment:** There being no additional business to come in front of the TDC board at this time the **Meeting was adjourned.**

# Columbia County Tourist Development Tax Collections Report

Collection Month	2010	2011	2012	2013	2014	2015	\$ +/- Change	% +/- Change	Month Received
October	\$ 26,625	\$ 46,902	\$ 49,795	\$ 55,018	\$ 58,829	\$ 62,681	\$ 3,852	6.55%	November
November	\$ 26,279	\$ 44,917	\$ 52,809	\$ 52,034	\$ 77,875	\$ 88,296	\$ 10,421	13.38%	December
December	\$ 27,200	\$ 46,296	\$ 54,383	\$ 47,999	\$ 77,917	\$ 80,616	\$ 2,699	3.46%	January
January	\$ 29,905	\$ 51,193	\$ 52,702	\$ 53,649	\$ 74,712	\$ 75,271	\$ 559	0.75%	February
February	\$ 34,467	\$ 53,201	\$ 57,012	\$ 56,690	\$ 75,234	\$ 82,301	\$ 7,067	9.39%	March
March	\$ 40,660	\$ 61,817	\$ 66,188	\$ 69,003	\$ 82,902	\$ 90,789	\$ 7,887	9.51%	April
April	\$ 52,447	\$ 54,955	\$ 51,128	\$ 68,959	\$ 94,574	\$ 101,416	\$ 6,842	7.23%	May
May	\$ 46,296	\$ 48,751	\$ 54,927	\$ 71,786	\$ 75,734	\$ 87,349	\$ 11,615	15.34%	June
June	\$ 50,715	\$ 52,497	\$ 56,044	\$ 77,126	\$ 82,272	\$ 85,558	\$ 3,286	3.99%	July
July	\$ 50,455	\$ 49,630	\$ 53,487	\$ 74,380	\$ 81,023		\$ (81,023)	-100.00%	August
August	\$ 37,928	\$ 40,486	\$ 42,809	\$ 74,445	\$ 84,585		\$ (84,585)	-100.00%	September
September	\$ 35,575	\$ 43,090	\$ 40,346	\$ 58,792	\$ 68,298		\$ (68,298)	-100.00%	October
<b>TOTALS</b>	<b>\$ 458,552</b>	<b>\$ 593,735</b>	<b>\$ 631,630</b>	<b>\$ 759,881</b>	<b>\$ 933,954</b>	<b>\$ 754,277</b>			<b>TOTALS</b>
<b>YTD +/-</b>	<b>\$ 172,217</b>	<b>\$ 96,044</b>	<b>\$ 17,087</b>	<b>\$ 128,251</b>	<b>\$ 174,073</b>	<b>\$ (179,677)</b>			
<b>% +/-</b>	<b>47.71%</b>	<b>20.95%</b>	<b>2.88%</b>	<b>20.30%</b>	<b>22.91%</b>	<b>-19.24%</b>			

*\*NOTE: 4% LOTD collections began April 1, 2013 however, a grace period was granted to begin May 1, 2013, which may account for wide variance in collection figures.*

## Expenditure Accounts - Budgeted vs. Actual - FY2015

Printed: 8/20/2015 11:11:24 AM

Contains budget amendments

	Budgeted	Actual	Balance	Percent%
<b>TOURIST DEV/OPERATING</b>				
<b>TOURIST DEVELOPMENT</b>				
107-5200-552.10-12 SALARIES	\$165,597.00	\$112,069.96	\$53,527.04	67.68%
107-5200-552.10-13 TEMPORARY LABOR	\$0.00	\$1,136.80	(\$1,136.80)	#NUM!
107-5200-552.10-21 FICA TAXES	\$12,668.00	\$7,805.83	\$4,862.17	61.62%
107-5200-552.10-22 RETIREMENT	\$11,230.00	\$7,198.41	\$4,031.59	64.10%
107-5200-552.10-23 HEALTH & LIFE	\$33,000.00	\$17,404.85	\$15,595.15	52.74%
107-5200-552.10-24 WORKERS COMP	\$736.00	\$605.24	\$130.76	82.23%
<b>PERSONAL SERVICES</b>	<b>\$223,231.00</b>	<b>\$146,221.09</b>	<b>\$77,009.91</b>	<b>65.50%</b>
107-5200-552.30-31 PROFESSIONAL	\$1,000.00	\$0.00	\$1,000.00	0.00%
107-5200-552.30-35 ADMINISTRATIVE FEES	\$26,071.00	\$26,071.00	\$0.00	100.00%
107-5200-552.30-40 TRAVEL & PER DIEM	\$6,000.00	\$2,797.98	\$3,202.02	46.63%
107-5200-552.30-41 COMMUNICATIONS	\$6,100.00	\$5,834.48	\$265.52	95.65%
107-5200-552.30-42 POSTAGE	\$8,000.00	\$7,485.56	\$514.44	93.57%
107-5200-552.30-43 UTILITIES	\$10,000.00	\$5,794.03	\$4,205.97	57.94%
107-5200-552.30-45 GENERAL INSURANCE	\$5,500.00	\$5,169.38	\$330.62	93.99%
107-5200-552.30-46 REPAIR &	\$3,000.00	\$476.78	\$2,523.22	15.89%
107-5200-552.30-47 PRINTING	\$5,600.00	\$3,082.45	\$2,517.55	55.04%
107-5200-552.30-48 ADVERTISING	\$10,000.00	\$8,999.65	\$1,000.35	90.00%
107-5200-552.30-49 OTHER CHARGES	\$0.00	\$1,315.73	(\$1,315.73)	#NUM!
107-5200-552.30-51 OFFICE SUPPLIES	\$2,500.00	\$1,573.25	\$926.75	62.93%
107-5200-552.30-52 OPERATING SUPPLIES	\$2,500.00	\$387.98	\$2,112.02	15.52%
107-5200-552.30-54 DUES &	\$8,000.00	\$7,597.66	\$402.34	94.97%
107-5200-552.30-55 TRAINING	\$3,400.00	\$3,263.00	\$137.00	95.97%
107-5200-552.30-56 GAS & OIL	\$4,200.00	\$1,004.30	\$3,195.70	23.91%
107-5200-552.30-57 COPY MACHINE	\$2,500.00	\$1,642.69	\$857.31	65.71%
107-5200-552.30-64 NON-CAPITAL OUTLAY	\$1,600.00	\$1,370.43	\$229.57	85.65%
<b>OPERATING EXPENDITURES</b>	<b>\$105,971.00</b>	<b>\$83,866.35</b>	<b>\$22,104.65</b>	<b>79.14%</b>
107-5200-552.31-48 EVENT PROMOTION	\$35,000.00	\$38,146.46	(\$3,146.46)	108.99%
107-5200-552.31-50 BILLBOARD RENTALS	\$5,000.00	\$1,125.00	\$3,875.00	22.50%
107-5200-552.31-53 SIGN MAINTENANCE	\$4,000.00	\$1,122.75	\$2,877.25	28.07%
<b>OPERATING EXPENDITURES</b>	<b>\$44,000.00</b>	<b>\$40,394.21</b>	<b>\$3,605.79</b>	<b>91.81%</b>
107-5200-552.60-64 EQUIPMENT	\$10,000.00	\$0.00	\$10,000.00	0.00%
<b>CAPITAL OUTLAY</b>	<b>\$10,000.00</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>0.00%</b>
	<b>\$383,202.00</b>	<b>\$270,481.65</b>	<b>\$112,720.35</b>	<b>70.58%</b>
<b>COMMUNITY OUTREACH</b>				
107-5210-574.80-05 HISTORICAL MUSEUM	\$5,000.00	\$5,000.00	\$0.00	100.00%
107-5210-574.80-06 BLUE GREY ARMY, INC	\$10,000.00	\$10,000.00	\$0.00	100.00%
<b>GRANTS &amp; AIDS</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>	<b>\$0.00</b>	<b>100.00%</b>
	<b>\$15,000.00</b>	<b>\$15,000.00</b>	<b>\$0.00</b>	<b>100.00%</b>
<b>OTTED GRANT</b>				
107-5250-552.30-47 PRINTING	\$2,695.00	\$1,777.50	\$917.50	65.96%
107-5250-552.30-48 ADVERTISING	\$14,225.00	\$14,224.50	\$0.50	100.00%
<b>OPERATING EXPENDITURES</b>	<b>\$16,920.00</b>	<b>\$16,002.00</b>	<b>\$918.00</b>	<b>94.57%</b>
107-5250-552.31-48 EVENT PROMOTION	\$18,080.00	\$8,656.50	\$9,423.50	47.88%
<b>OPERATING EXPENDITURES</b>	<b>\$18,080.00</b>	<b>\$8,656.50</b>	<b>\$9,423.50</b>	<b>47.88%</b>
	<b>\$35,000.00</b>	<b>\$24,658.50</b>	<b>\$10,341.50</b>	<b>70.45%</b>
<b>VISIT FLORIDA MARKETING</b>				
107-5260-552.30-47 PRINTING	\$250.00	\$0.00	\$250.00	0.00%

107-5260-552.30-48 ADVERTISING	\$6,750.00	\$3,000.00	\$3,750.00	44.44%
107-5260-552.30-52 OPERATING SUPPLIES	\$0.00	\$286.11	(\$286.11)	#NUM!
<b>OPERATING EXPENDITURES</b>	<b>\$7,000.00</b>	<b>\$3,286.11</b>	<b>\$3,713.89</b>	<b>46.94%</b>
	<b>\$7,000.00</b>	<b>\$3,286.11</b>	<b>\$3,713.89</b>	<b>46.94%</b>
<b>SPORTING EVENTS/TOURNAMEN</b>				
107-5290-552.10-12 SALARIES	\$64,995.00	\$60,045.17	\$4,949.83	92.38%
107-5290-552.10-21 FICA TAXES	\$4,972.00	\$4,322.03	\$649.97	86.93%
107-5290-552.10-22 RETIREMENT	\$1,768.00	\$3,406.24	(\$1,638.24)	192.66%
107-5290-552.10-23 HEALTH & LIFE	\$13,200.00	\$6,043.28	\$7,156.72	45.78%
107-5290-552.10-24 WORKERS COMP	\$3,961.00	\$3,257.00	\$704.00	82.23%
<b>PERSONAL SERVICES</b>	<b>\$88,896.00</b>	<b>\$77,073.72</b>	<b>\$11,822.28</b>	<b>86.70%</b>
107-5290-552.30-40 TRAVEL & PER DIEM	\$0.00	\$172.05	(\$172.05)	#NUM!
107-5290-552.30-46 REPAIR &	\$0.00	\$587.75	(\$587.75)	#NUM!
107-5290-552.30-47 PRINTING	\$2,000.00	\$159.00	\$1,841.00	7.95%
107-5290-552.30-48 ADVERTISING	\$4,000.00	\$4,659.18	(\$659.18)	116.48%
107-5290-552.30-52 OPERATING SUPPLIES	\$72,000.00	\$39,997.70	\$32,002.30	55.55%
<b>OPERATING EXPENDITURES</b>	<b>\$78,000.00</b>	<b>\$45,575.68</b>	<b>\$32,424.32</b>	<b>58.43%</b>
107-5290-552.31-56 SPORTS MARKETING	\$6,600.00	\$4,901.53	\$1,698.47	74.27%
<b>OPERATING EXPENDITURES</b>	<b>\$6,600.00</b>	<b>\$4,901.53</b>	<b>\$1,698.47</b>	<b>74.27%</b>
	<b>\$173,496.00</b>	<b>\$127,550.93</b>	<b>\$45,945.07</b>	<b>73.52%</b>
<b>INTERFUND TRANSFERS OUT</b>				
107-8100-581.91-97 GENERAL FUND	\$1,000,000.00	\$1,000,000.00	\$0.00	100.00%
<b>INTERFUND TRANSFERS OUT</b>	<b>\$1,000,000.00</b>	<b>\$1,000,000.00</b>	<b>\$0.00</b>	<b>100.00%</b>
	<b>\$1,000,000.00</b>	<b>\$1,000,000.00</b>	<b>\$0.00</b>	<b>100.00%</b>
<b>RESERVES</b>				
107-8400-584.90-97 EQUIPMENT RESERVE	\$264,190.00	\$0.00	\$264,190.00	0.00%
107-8400-584.90-98 CASH BALANCE	\$143,392.00	\$0.00	\$143,392.00	0.00%
107-8400-584.90-99	\$164,870.00	\$0.00	\$164,870.00	0.00%
<b>RESERVES</b>	<b>\$572,452.00</b>	<b>\$0.00</b>	<b>\$572,452.00</b>	<b>0.00%</b>
	<b>\$572,452.00</b>	<b>\$0.00</b>	<b>\$572,452.00</b>	<b>0.00%</b>
<b>TOURIST DEV/OPERATING TOTALS:</b>	<b>\$2,186,150.00</b>	<b>\$1,440,977.19</b>	<b>\$745,172.81</b>	<b>65.91%</b>

# Master Sports Calendar

FY 2015 Dates	Organization	# of Teams
August 14-16	Super "Y" League Soccer Scouting Sries	50
Sept 5th, 6th and 7th	Nations/Grand Slam Mickey Mantle Classic	40
Sept 12-13	Freedom Sports Mens Softball      Adult Softball Complex	35
Sept 19-20	USSSA Girls Softball	40
Oct 11-12th	Nations/Grand Slam Baseball Babe Ruth qualifier	40
Oct 17-18	USSSA Girls Softball	40
Nov 14-15	USSSA Girls Softball	40
Dec 12-13	USSSA Girls Softball	40
	<b>TOTALS</b>	<b>325</b>
As of:8.20.2015		

COLUMBIA COUNTY TOURIST DEVELOPMENT COUNCIL  
FISCAL YEAR \_\_\_\_\_  
SPECIAL EVENT GRANT APPLICATION

1. NAME OF EVENT/PROJECT: Arrowhead XC 5K
2. DATE OF EVENT/PROJECT: September 12, 2015
3. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place)  
Address The Oaks Equestrian Center, 211 SW Theodore O'Connor Cir  
City Lake City State FL Zip 32024
4. NAME OF APPLICANT/HOST ORGANIZATION:  
Legal Name Fort White High School xc  
Address 17828 SW SR 47  
City Ft. White State FL Zip 32038
5. CONTACT PERSON/TITLE:  
Name Marco Martinez  
Title XC/Track Coach  
Telephone No. (386) 315-5407 Fax No. ( )  
E-mail ocramz@yahoo.com
6. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)  
If applicable, attach Articles of Incorporation, Bylaws.  
FID NO. \_\_\_\_\_
7. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS
8. ATTACH A LIST OF PAID STAFF OF THE ORGANIZATION.
9. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR. New event
10. DESCRIPTION OF EVENT/PROJECT:  
FHSAA Cross-country meet - 5K. Open to all schools  
from surrounding areas to participate and compete.  
Official timing kept. New xc venue.

11. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 35
12. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): 200+ - new event - unsure of room nights needed
13. ANTICIPATED NUMBER OF EVENT VENDORS: 1
14. LIABILITY/MEDICAL INSURANCE? No ☒ Yes Carrier
15. HAS VENUE/FACILITY BEEN SECURED? No ☒ Yes  
If Yes, indicate location, contact and telephone number: The Oaks Equestrian Ctr. - Ken - 409-721-9711
16. HAS HOTEL(S) BEEN SECURED? X No  Yes  
If Yes, indicate place(s), contact(s), and telephone number(s)
- | Hotel                           | Contact | Telephone Number |
|---------------------------------|---------|------------------|
| <u>new event - unknown need</u> |         |                  |
17. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT
- | Day/Date  | No. of Single Rooms<br>(one person per room) | No. of Double/Double Rooms<br>(up to four persons per room) |
|---|--|---|
| <u>new event - unsure of room nights needed</u>         |  |   |
| <u>Hoping to grow to 50+ room nights in the future.</u> |  |   |
18. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):
- | Dates      | City | Hotel and Contact | Room Nights<br>(# of rooms X # of nights) |
|------------|------|-------------------|---|
| <u>N/A</u> |      |                   |   |

19. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.
20. AMOUNT OF FUNDING REQUESTED (only specific costs for out-of-County advertisements and promotional materials will be accepted):

\$ 1,500

21. INTENDED USE OF THE FUNDS:

What plans have been made for out-of-County advertising/public relations/promotion of the event? Please provide details of activities, placements, and collateral materials, including the names of publications targeted, location of billboard, number of brochures to be produced, and where brochures will be distributed, etc. Attached separate page as needed.

Our event will be located at the beautiful, but rural, Oaks Equestrian Center, South of Lake City. Due to the location of the event on the property and the distance from established restroom facilities, a 3 stall, portable restroom trailer is requested to accommodate the participants of our event. Nice facilities helps ensure repeat participation.

22. HOW WILL THE EVENT/PROJECT BENEFIT TOURISM IN COLUMBIA COUNTY?

The Oaks Equestrian Center is a phenomenal, first-class facility located in the heart of rural Columbia County. Situated between Ellisville and Lake City, this event draws participants from surrounding areas, thru out towns and interstate interchanges, as well as helps showcase the gem that is The Oaks, and could lead to other economic opportunities in our County for the future.

23. HAVE YOU RECEIVED A COLUMBIA COUNTY TDC GRANT IN THE PAST? ☒ No ☐ Yes

If Yes, indicate name and date of event/project and amount received.

### **Board of Directors**

Marco Martinez

Nelson Plasencia

Ward Frisina

Crystal Plasencia

Marah Quinones

No board member is paid and there is no paid staff in our organization.

### **Arrowhead XC 5K Budget**

Item	Revenue	Expense
Venue-The Oaks	Ø	Donation
Official Event Timing	Ø	\$800.00
Event T-shirts	\$2250.00	\$1000.00
Awards	Ø	\$300.00
Concessions/Water	\$200.00	\$75.00
Portable Restroom Facilities	Ø	\$1500.00
Advertising/Banners	Ø	\$150.00

All figures are conservative and could change depending upon actual participation. Also, there is a fee to be earned from registration and team participation, all of which is dependent upon team size, etc.