

1. Call to Order

Ron Williams called the meeting to order at 12:03 pm.

2. Pledge to U.S. Flag

3. Roll Call – Paula Vann

4. Staff or TDC Member Additions or Deletions to Agenda

TDC members in attendance: Chris Candler and Ron Williams. TDC members in attendance via WebEX: Robert Mann, Stephanie Sanchez, Rocky Ford, Melinda Moses, Nick Patel and Nupur Shukla. **A quorum was present.**

TDC members not in attendance: Mahendra Patel

Staff in attendance: Paula Vann, Alden Rosner, Kim Goldsmith, and Michelle Moore.

Guests included: Clint Pittman (CCBOCC), Faye Bowling Warren (BG), Harry Joiner (LC Museum), Richie Tang (FGC), Mantha Young (NCFA), and Paulette Lord (LC Museum).

Guests that attended via WebEx: Stew Lilker (CCO), David Kraus (CCBOCC), Tara Kreighauser, Joey O'Hern, Stephen Culotti, Sharon Shea, Christopher Costello, Justin Baldwin, and Ken Lacey.

5. Approval of Agenda

A motion was made by Melinda Moses, second by Rocky Ford to approve the agenda. The motion was approved.

6. Discussion and Action Items

a. Paula Vann, Executive Director – Tourist Development

i. Approval of Minutes – May 20, 2020 Meeting Minutes

A motion was made by Rocky Ford, second by Chris Candler to approve the minutes. The motion was approved.

ii. Bed Tax, Smith Travel Report, and Financial Reports

A motion was made by Melinda Moses, second by Rocky Ford to approve the Financial Reports. The motion was approved.

iii. 2021 Budget Review

A motion was made by Rocky Ford, second by Stephanie Sanchez to approve the 2021 Budget. The motion was approved.

iv. 2021 Funding Requests

Paula Vann suggested to only fund the historical line items as usual and the 2020 events that were postponed earlier in the year (Suwannee River Jam and Gateway City Craft Beer & Wine Festival). All other items for funding would have to be postponed until TDC has a better idea of what the budget will be.

Historical Line Item Budget Items

-Blue Grey Army Olustee Festival \$ 10,000.00

-Lake City-Columbia County Historical Museum Beyond the Battle, the Homefront \$ 5,000.00

A motion was made by Rocky Ford, second by Stephanie Sanchez to approve the Blue-Grey Army grant funding request for \$10,000 for the Olustee Festival and the \$5,000 grant funding request for Lake City-Columbia County Historical Museum Beyond the Battle, the Homefront. The motion was approved.

Festivals and Events

-Lake City - Columbia County Chamber of Commerce **2020** Gateway City Craft Beer & Wine Festival \$ 5,000.00

-Spirit of the Suwannee Music Park Suwannee River Jam – **FALL 2020** \$ 3,500.00

A motion was made by Rocky Ford, second by Nick Patel to approve the Lake City - Columbia County Chamber of Commerce 2020 Gateway City Craft Beer & Wine Festival grant funding request for \$5,000 and Spirit of the Suwannee Music Park Suwannee River Jam – FALL 2020 \$ 3,500.00 . The motion was approved.

-Columbia County Resources Fair, Rodeo, & Quarterly Barrel Races \$ 8,000.00

-Lake City - Columbia County Chamber of Commerce **2021** Gateway City Craft Beer & Wine Festival \$ 5,000.00

-North Central Florida Advertiser Holiday Stroll Downtown Lake City \$ 500.00

-Spirit of the Suwannee Music Park Suwannee River Jam – **SPRING 2021** \$ 3,500.00

-Stephen Foster Folk Culture Center State Park Florida Folk Festival \$ 2,500.00

-Suwannee Bicycle Association Trail Head Brochure \$ 1,500.00

Sporting Events

-Lake City Columbia County Youth Baseball \$ 10,000.00

-Small League State Tournament Fort White Babe Ruth \$ 2,500.00

-Winter Blast Pickleball Tournament Richardson Community Center \$ 2,000.00

b. Kim Goldsmith, Marketing Project Manager – Tourist Development

- i. Website
- ii. Event Calendar

c. Alden Rosner, Sports Marketing Director – Tourist Development

- i. Year-over-Year Comparison
- ii. Current Year Sports Calendar

7. Open Public Comment to the TDC – 2 Minute Limit

8. TDC Member Comments

9. Adjournment

There being no additional business to come before the TDC at this time, the meeting was adjourned at 12:57 pm.