

1. Call to Order: Commissioner Rocky Ford called the meeting to order at 12:00pm

2. Pledge to U.S. Flag

3. Roll Call: Paula Vann

TDC members in attendance: Commissioner Rocky Ford, Robert Mann, Stephanie Smith, Chris Candler, Mayor of Lake City -Stephen Witt, Mayor of Ft. White - Ronnie Frazier, and Janet Moses. **A quorum was present.**

TDC members not in attendance: Mahendra Patel and Dennille Decker

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

Guests included: David Kraus (CCBCC), Tony Britt (LCR), Coach Lawrence Davis (CHS Track), and Sara Chancey (CHS Track)

4. Staff or TDC Member Additions or Deletions to Agenda

5. Approval of Agenda

A motion was made by Stephanie Smith, second by Mayor Frazier, to approve the agenda. The motion was approved.

6. Discussion and Action Items

a. Paula Vann, Executive Director – Tourist Development

i. Approval of Minutes - January 27, 2021 and February 17, 2021 Meeting Minutes

A motion was made by Mayor Witt, second by Mayor Frazier, to approve the minutes as presented. The motion was approved.

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

A motion was made by Stephanie Smith, second by Robert Mann, to approve the Financial Reports. The motion was approved.

iii. Babe Ruth State Softball Tournament - \$10,000

A motion was made by Robert Mann, second by Mayor Witt, to approve the funding request for Babe Ruth State Softball Tournament in the amount of \$10,000. The motion was approved.

iv. Backwards K Softball Tournament - \$8,000

A motion was made by Mayor Frazier, second by Chris Candler, to approve the funding request for Backwards K Softball Tournament in the amount of \$8,000. The motion was approved.

v. Columbia High School Track Team - \$250,000

A presentation was given by Coach Lawrence Davis on the replacement track that is needed at CHS. After a discussion by the TDC, it was decided upon that the track request will be tabled to the next TDC meeting and they asked Coach Lawrence Davis to bring more information to answer some of the questions that were asked.

7. Staff Reports

- a. Paula Vann, Executive Director – Tourist Development
 - i. Flatfield Facility Master Plan Update
 - ii. Marketing Agency and Rebrand Update
 - iii. Building Construction Update
- b. Kim Goldsmith, Marketing Project Manager – Tourist Development
 - i. Website Analytics
- c. Alden Rosner, Sports Marketing Director – Tourist Development
 - i. Year-over-Year Comparison
 - ii. Current Year Sports Calendar

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

9. TDC Member Comments

10. Next TDC Meeting is Wednesday, May 26,2021

11. Adjournment – 1:13pm

A motion for adjournment was made by Robert Mann, second by Mayor Witt. The motion was approved.