

**1. Call to Order:** Commissioner Tim Murphy called the meeting to order at 11:00am

**2. Pledge to U.S. Flag**

**3. Roll Call:** Clint Pittman, Interim Tourist Development Executive Director

TDC members in attendance: Commissioner Tim Murphy, Councilman Ricky Jernigan (City of Lake City), Councilwoman Mary Fleming (Town of Fort White), Janet Moses, Chris Candler, and Mahendra Patel.

**A quorum was present.**

TDC members NOT in attendance: Janak Patel, Robert Mann, and Dennille Decker.

Staff in attendance: Clint Pittman, Michelle Moore, Kim Goldsmith, and Alden Rosner.

Guests: David Kraus (CCBOCC), Staz Guntek (CCBOCC), Jamie Wachter (LCR), Kristen Murphy (Paradise), Steven Clenney (Zartico), Demarcus Graham, and Dale Williams.

**4. Staff or TDC Member Additions or Deletions to Agenda:** + Doug Robinson Tournament as 7. c. ii.

**5. Approval of Agenda:**

**A motion was made by Councilman Jernigan, second by Chris Candler, to approve the agenda with one addition. The motion was approved.**

**6. Discussion and Action Items**

a. Clint Pittman, Interim Executive Director – Tourist Development

- i. Approval of Minutes – November 16, 2022, January 18, 2023, and April 12, 2023, meeting minutes.  
**A motion was made by Mahendra Patel, second by Janet Moses, to approve the minutes as presented. The motion was approved.**
- ii. Bed Tax and Smith Travel Report
- iii. Financial Reports – **A motion was made by Chris Candler, second by Janet Moses, to approve the Financial Reports from October 1, 2022, through May 1, 2023. The motion was approved.**
- iv. Paradise Advertising Presentation – Kristen Murphy spoke to everyone about her meetings with different business owners and how she will continue to meet with others when she returns next time.
- v. Zartico Presentation – Steven Clenney gave a power point presentation from Zartico about his study on Southside Sports Complex.

**7. Staff Reports**

a. Clint Pittman, Interim Executive Director – Tourist Development

- i. Flatfield Facility Land and Master Plan Update

b. Kim Goldsmith, Marketing Manager – Tourist Development

- i. Marketing Update
- ii. Event Calendar

b. Alden Rosner, Sports Marketing Director – Tourist Development

- i. Current Year Sports Calendar
- ii. Doug Robinson Tournament – asking for an additional \$3,000 be added to the sponsorship of \$10,000 that the TDC granted for 2023 which is used to cover the increase in staff and hotel costs for the Florida Babe Ruth State Softball tournament. **A motion was made by Councilman Jernigan, second by Mahendra Patel, to approve the additional \$3,000 in grant funding for Florida Babe Ruth State Softball. The motion was approved.**

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

**9. TDC Member Comments**

**10. Next Meeting Wednesday, August 16, 2023, at 11:00 am**

**11. Adjournment – 12:08 pm**