

Board of County Commissioners

Agenda Request

Date of Meeting: March 15, 2010

Date Submitted: March 2, 2010

To: Honorable Chairman and Members of the Board

From: Jerry Evans, Tourist Development Council Chairman
Pam Portwood, Tourist Development Council Director

Subject: Request for Board Approval Wakulla County Tourist Development Council
October through December 2009 Quarterly Report

Statement of Issue:

This agenda item requests Board approval of the October through December 2009 Quarterly Report submitted by the Tourist Development Council (TDC) on February 2, 2010.

Background:

In accordance with the desires of the County Commission to receive regular communication and reporting from the Wakulla County TDC, a provision was placed in the contract for the TDC's Director to provide quarterly reports updating the Commission on the progress made toward achieving the annual goals of the TDC. These quarterly reports include copies of the agendas and minutes of the TDC meetings held each quarter, expense reports, and a narrative description of the communications, marketing efforts, grants applied for and received, and other relevant information.

Analysis:

The attached quarterly report highlights the activities of the Tourist Development Council during the October through December 2009 reporting period. The main focus for the TDC during this quarter was completion of the design for the new website, preparing for the website launch, completion of the new tear-off maps and preparation of the grant application to the Florida Coastal Partnership Initiative Program for funding to implement the TDC marketing plan. Completion of the website design was accomplished during this quarter and the website is due to launch at the January 28, 2010 Public Roundtable Meeting. The Wakulla County TDC tear-off maps were completed and delivered, and the Florida Coastal Partnership Initiative Program grant application was submitted by the October 28, 2009 deadline.

Other activities for this quarter included advertisement, review, and selection of TDC Grant Awards for the first cycle of FY 2009-10; preparation and submission of the application for participation in the VISIT FLORIDA Rural Tourism Marketing Co Op Pilot Project; and drafting the "Wonders of Wakulla" public survey for distribution in January 2010. The 2009 TDC Annual Strategic Planning Retreat was held on October 22, 2009 and the 2009-10 Action Plan was developed. The quarterly report was submitted to county staff on February 2, 2010.

Options:

1. Approve the Wakulla County TDC Quarterly Report for the October through December 2009 reporting period.
2. Do not approve the Wakulla County TDC Quarterly Report for the October through December 2009 reporting period.
3. Board Direction.

Attachments:

1. Wakulla County Tourist Development Council Quarterly Report for the Period October through December 2009.

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