

Board of County Commissioners
Workshop: Tourist Development Council
Tuesday, February 23, 2009

The Board of County Commissioners met for a Tourist Development Council Workshop on Tuesday, February 23, 2009 with Chairman Howard Kessler presiding. Present were Commissioners George Green, Lynn Artz, Alan Brock and Mike Stewart. Also present were County Attorney Ron Mowrey, County Administrator Ben Pingree and Deputy Clerk Evelyn Evans.

6:30 p.m. Meeting was called to order by Chairman Howard Kessler. This meeting is to discuss the Tourist Development Council and their responsibilities. The Tourist Development Council Director provided a power point presentation for the benefit of the Commissioners.

The Tourist Development Council is governed by Florida Statutes Chapter 125. The tourist tax is actually a bed tax on hotel, motels, vacation rentals, and campgrounds. The rate is 2% and is currently collected by the Clerk of Court. The Council consists of 9 members serving 4-year staggered terms and must be appointed by resolution of the County Commission.

The goals and objectives are to promote Wakulla County tourism through partnerships, events, memberships, and advertising, focusing primarily on nature and heritage based tourism. Create promotional programs and materials that will create awareness and attract targeted markets to visit Wakulla County. Educate the citizens of Wakulla county on the potential financial impact to our local economy of nature and heritage based tourism. Develop short-term and long-range strategic plan for tourist development.

There being no further business to come before the board, the meeting was adjourned at 8:30 p.m.