



Walton County Board of County Commissioners

Meeting Agenda - Final

76 N. 6th Street
DeFuniak Springs, FL
32433
www.co.walton.fl.us

Tourist Development Council

Tuesday, December 6, 2016

9:00 AM

South Walton Annex Board Room

Regular Meeting

Call To Order - Chair

Quorum Call - Chair

Public Comment on Agenda Items - Chair

Approval of the Minutes - Chair

[16-1728](#) **Approval of the October 4, 2016 TDC meeting minutes**

Attachments: [10.4.16 TDC minutes](#)

Financial Report

[16-1729](#) **Approval of the Financials**

Attachments: [TDC Financial Report - September 2016 Unofficial](#)
[TDT Monthly Analysis FY16 September](#)

New Business

[16-1730](#) A motion to recommend to the BCC, that beginning in 2018, the advertising agency of record will administer the advertising for the Special Event Marketing Program which will be similar to the current Cooperative Partner Program. The AOR will provide creative development of assets, approvals and placement of all media included, but not limited to print, digital and radio advertising in South Walton's core and emerging markets.

[16-1741](#) **Request the TDC consider a recommendation to the BCC to consider the recommended changes to the Beach Vending Code**

Attachments: [FY16 Beach Vending code revisions recommendations - BM Comm 11.21.16 rev](#)
[Walton County Public Beach Management Plan - revised 9.10.16](#)

[16-1742](#)

Request TDC consideration to recommend the BCC approve the purchase of a Beach Access Mat to be installed at Ed Walline Public Beach Access and be observed for one year. Cost not to exceed \$3,000.

Attachments: [AccessMat](#)

[AccessMat-ADAABA-compliant-Beach-Access-Mats](#)

[16-1743](#)

Request consideration and approval of BCC for the TDC to fund right of way maintenance for gateways on Highway 98

Attachments: [Scenic Corridor Maintenance Project PROPOSED map \(2\)](#)

[Scenic TDC and County Breakdown Costs](#)

[16-1744](#)

Presentation of the Tropical Storm Hermine After-Action Report / Improvement Plan for the Tourist Development Council

Attachments: [TS Hermine TDC AAR - FINAL](#)

Old Business

Updates from Zehnder Communications

[16-1745](#)

Updates from Downs and St. Germain

Attachments: [Music City Food Wine Fest Conclusions](#)

[Visitor Tracking Summer 2016 Report](#)

Director's Update

Executive Director's Update

Council Comments

Public Comment

Adjourn