



Walton County Board of County Commissioners

Meeting Agenda - Final-revised

Tourist Development Council

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

Tuesday, April 4, 2017

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

1. [17-0400](#) Approval of the February 7, 2017 minutes

Attachments: [2.7.2017 TDC minutes](#)

Financial Report

2. [17-0399](#) TDC Financials

Attachments: [TDC Monthly Analysis FY17 January](#)

[FY17 TDC Financial Report - January 2017](#)

[FY17 TDC Financial Report - December 2016](#)

[FY17 TDC Financial Report -November 2016](#)

New Business

3. [17-0401](#) Request Recommendation to the BCC to approve the Brand TV/Outdoor Media Plan and the Shoulder Season Reserve and Emerging Markets Reserve Campaigns

Attachments: [BrandTVOutdoorMediaPlanDRAFT 3-9-17](#)

[Shoulder&Emerging MarketsReserveMediaDRAFT 2-23-17](#)

4. [17-0421](#) **Request a recommendation to the BCC on a marketing opportunity with a Shuttle Service**

Purpose/Summary Explanation or History: The TDC has been approached with two marketing opportunities for exclusive rights to promote South Walton on the exterior panels of a shuttle service for a proposed transportation pilot program in the summer of 2017. A shuttle service will provide visitors and residents alike a service to reduce traffic, parking and congestion along Scenic 30A and Hwy 98. The TDC was approached to be the primary marketing partner for two shuttle services and are asking for a recommendation to the BCC for this service and which provider to provide this service. Sunshine Shuttle and 654LIMO Chauffered Services both submitted marketing opportunities for a shuttle service to the TDC.

Attachments: [SUNSHINE SHUTTLE MARKETING OPPORTUNITY](#)
[654 Limo Marketing Opportunity](#)

Old Business

5. [17-0417](#) **Updates from Taylor Engineering**

Attachments: [TDC Brief Coastal Management Slides](#)

6. [17-0416](#) **Updates from Zehnder Communications**

Attachments: [TDC Zehnder_4-4-2017](#)

7. [17-0419](#) **Updates from Downs and St. Germain**

Attachments: [Economic Impact Study Cy2016](#)
[VisitorTrackingStudy_Fall2016](#)
[MarketPenetration_Key Origin Markets](#)

Director's Update

8. [17-0402](#) **Director's Updates**

Attachments: [sales](#)

Executive Director's Update

9. [17-0403](#) **Executive Director Updates**

Attachments: [Walton County BOCC PT and Transmittal Letter](#)

Council Comments

Public Comment

Adjourn