



Walton County Board of County Commissioners

Meeting Agenda - Final

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

TDC Marketing Committee

Tuesday, March 21, 2017

2:00 PM

South Walton Annex

Regular Meeting

Call To Order - Chair

Quorum Call - Chair

Public Comment on Agenda Items - Chair

Approval of the Minutes - Chair

[17-0326](#)

Approval of the November 8, 2016 meeting minutes

Attachments: [TDC Marketing and Media Committee Meeting Minutes 11-08-16](#)

New Business

[17-0328](#)

Introduction of the new TDC Director of Marketing, P.J. Loughman

[17-0327](#)

Industry Research

CY2016 Economic Impact Report

Fall 2016 Visitor Tracking Study

Market Penetration for Key Origin & Potential Markets

Attachments: [Economic Impact Study Cy2016](#)

[VisitorTrackingStudy_Fall2016](#)

[MarketPenetration_Key Origin Markets](#)

[17-0329](#)

Media Plans

FY2017 Shoulder Season & Emerging Markets Reserve

Campaigns

FY2017 Brand Television & Outdoor Media Plan

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

[BrandTVOutdoorMediaPlanDRAFT_3-9-17](#)

[17-0330](#)

Updates from the TDC Director of Marketing

Old Business

[17-0331](#)

Walton County Tourism Fact Sheet

Attachments: [WaltonCountyTourism_factsheet_Feb2017](#)

Adjourn