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ALACHUA COUNTY

TOURIST DEVELOPMENT COUNCIL

Alachua County Commissioner Marihelen Wheeler, Chair
City of Gainesville Commissioner Cynthia Chestnut
City of Alachua Commissioner Dayna Williams
Adam Anderson | Stephanie Bailes | Staci Bertrand
Cornelia Holbrook | Ray Logan | Linda Rocha
Wednesday, November 13, 2024 at 1:30 p.m.

Alachua County Administration Building
12 SE 1st Street, Second Floor, Grace Knight Conference Room

MEETING MINUTES

1. Call to Order – Members present: Commissioner Wheeler, Commissioner Chestnut, Commissioner Williams, Adam Anderson, Stephanie Bailes, Staci Bertrand, Cornelia Holbrook and Ray Logan. Member absent: Linda Rocha.
Others present: Tourism and Economic Development staff Jessica Hurov, Liz Reyes, Bailey McClellan, Kathy Munden, and Sean McLendon, and assistant County Attorney Diana Johnson.
2. Approval of the Agenda Packet and Minutes from the September meeting – Motion by Commissioner Williams, second by Commissioner Chestnut. Unanimously approved.
3. **Meeting Advantage Program Application Review** – Tourism Program Coordinator Bailey McClellan presented 11 Meeting Advantage Program Applications for review. Bailey detailed the economic impact of the MAP program applications with a requested funding amount of \$64,890. These events are projected to generate approximately \$684,959.50 in lodging revenue and bring an estimated direct spending economic impact of \$2,452,552 to Alachua County with an induced total economic impact of \$3,709,202.

Commissioner Wheeler asked how traffic, safety and law enforcement agencies were notified of an event. Jessica Hurov and Diana Johnson responded that the Special Use Permit triggers all those notices.

Commissioner Chestnut asked how the public was notified of grant opportunities. Liz Reyes responded that the meeting advantage program is advertised via the Florida Society of Association Executives (FSAE), organizations, LinkedIn and Meeting Planners International (MPI). Bailey McClellan attends trade shows and meets one-on-one with meeting planners, and additionally, hotel staff utilize the MAP grant as a tool to incentivize meetings.

Commissioner Chestnut suggested that conferences be given extra credit for flying in/out of the Gainesville Airport to promote awareness of the airport.

Adam Anderson stated that the last three conferences on this list are international or national, are great wins for Alachua County and commended Bailey McClellan on her great work.

Approved Meeting Advantage Program applications are as follows:

1. **Florida Blue Key Speech and Debate Tournament** – Motion to approve Ray Logan, second by Cornelia Holbrook. Motion carried.
Verified Request Amount: \$8,550.00

October 31 – November 3, 2024

Conference Location: Reitz Union Conference Center

Lodging Locations: Hotel ELEO, Country Inn & Suites, AC Hotel Downtown, Holiday Inn & Suites I75, Springhill Suites, Hilton University of Florida Conference Center
570 room nights

Credit attribution requirement fulfilled.

2. **Santa Fe College, Young Dancer Workshop** - *Motion to approve Commissioner Chestnut, second by Commissioner Williams. Motion carried.*
Verified Request Amount: \$3,090.00
November 1 – 2, 2024
Lodging Locations: Best Western Gateway Grand, Drury Inn & Suites Gainesville, Aloft Gainesville University Area, TownePlace Suites
206 confirmed picked-up room nights
Credit attribution requirement fulfilled.
3. **Florida Educators of Students who are Deaf and Hard of Hearing, Annual Conference** - *Motion to approve Adam Anderson, second by Cornelia Holbrook. Motion carried.*
Verified Request Amount: \$7,650.00
November 8 – 9, 2024
Lodging & Conference Location: Hilton University of Florida Conference Center
510 room nights
Credit attribution requirement fulfilled.
4. **Florida Artist Blacksmith Association, Annual Conference** - *Motion to approve Ray Logan, second by Adam Anderson. Motion carried.*
Verified Request Amount: \$3,100.00
November 8 – 10, 2024
Lodging & Conference Location: Best Western Gateway Grand
210 room nights
Credit attribution requirement fulfilled.
5. **American Camellia Society, 2025 Gainesville Winter Convention** - *Motion to approve Commissioner Chestnut, second by Adam Anderson. Motion carried.*
Verified Request Amount: \$2,100.00
January 2 – 5, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
140 room nights
6. **Builders Of Tomorrow, Inc, Northeast Florida FIRST LEGO League Regional Championship** - *Motion to approve Commissioner Williams, second by Commissioner Chestnut. Motion carried.*
Verified Request Amount: \$10,000.00
January 16 – 18, 2025
Lodging Location: Holiday Inn Express & Suites Alachua, Hampton Inn & Suites Alachua, LaQuinta Inn Newberry Rd., Best Western Gateway Grand, Holiday Inn Express I75, and more.
Conference Location: Legacy Park Multipurpose Center
675 room nights
7. **Florida School Board Association, School Finance Forum** - *Motion to approve Cornelia Holbrook, second by Ray Logan. Motion carried.*
Verified Request Amount: \$1,200.00
February 6 – 7, 2025
Lodging & Conference Location: Hilton University of Florida Conference Center
80 room nights
8. **Solid Waste Association of North America, 2025 Winter Conference** - *Motion to approve Commissioner Williams, second by Commissioner Chestnut. Motion carried.*
Verified Request Amount: \$3,225.00

February 23 - 25, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
215 room nights

- 9. North American Intercollegiate Dairy Challenge, National Contest & Academy- Motion to approve Ray Logan, second by Adam Anderson. Motion carried.**

Verified Request Amount: \$8,775.00

April 6 – 9, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
585 room nights

- 10. Global Association for the Study of Neurodegenerative Diseases (GASND), 5th Annual International Research Conference in Neurodegenerative Diseases- Motion to approve Adam Anderson, second by Ray Logan. Motion carried.**

Verified Request Amount: \$7,200.00

July 9 – 12, 2025

Lodging Location: AC Hotel Downtown, Holiday Inn University Center, Reitz Union Hotel
Conference Location: University of Florida campus, Alumni Hall and Harrell Medical Education Building
480 room nights

- 11. UF/IFAS Office of Conferences and Institutes, XX International Silage Conference- Motion to approve Adam Anderson, second by Stephanie Bailes. Motion carried.**

Verified Request Amount: \$10,000.00

July 21 – 22, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center
720 room nights

4. Cooperative Billboard Application Review

Three Cooperative Billboard Applications were presented for review.

1. City of Alachua request for \$11,475.00 - *Motion to approve Staci Bertrand, second by Commissioner Chestnut. Motion carried.*
2. Gainesville Regional Airport request for \$15,000 - *Motion to approve Stephanie Bailes second by Commissioner Williams. Motion carried.*
3. Kanapaha Botanical Gardens request for \$15,000 - *Motion to approve Stephanie Bailes, second by Cornelia Holbrook. Motion carried.*

5. Updates from Alachua County Economic Development Manager Sean McLendon

A joint meeting will be convened on January 23, 2025 at 2:30 p.m. with the Tourist Development Council and the Economic Development Advisory Board. This meeting will replace the January 8, 2025 Tourist Development Council meeting. TDC members will be asked to arrive 30 minutes prior to vote on any necessary items.

The two major goals are to achieve social and economic opportunity for all and to promote private partnerships to build community food systems.

TDC members will receive an email asking for input for discussion topics for the January 23 meeting.

6. Member Comments – Jessica Hurov announced that Kathy Munden, TDC liaison, will retire January 10, 2025. TDC members all expressed their appreciation for Kathy and wished her well in her retirement.
7. Public Comment – Erin Porter stated that the Gainesville Airport has a new parking garage. Jolene with the Gainesville Sports Commission is busy getting ready for World Masters.

Meeting adjourned.

If you are a person with a disability needing assistance or an accommodation in order to participate in this meeting, please contact the Alachua County Equal Opportunity Office at (352) 374-5275. If you are hearing or voice impaired, please call 711 (Florida Relay Service). If you are unable to contact the Office prior to the meeting and you are present at the meeting, please inform an Alachua County employee or the Chair that you are in need of assistance.

AGENDA PACKET ATTACHMENTS - To be approved upon approval of the agenda.

1. Minutes from the last TDC meeting
2. Visit Gainesville, Alachua County Advertising Report
3. Visit Gainesville, Alachua County Group Sales Report
4. Visit Gainesville, Alachua County Web/Digital Report
5. Visit Gainesville, Alachua County Outreach/Group Service Report
6. Tourist Development Council Attendance Report
7. Tourist Development Expenditure Report
8. Gainesville Sports Commission Report

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