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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

**Thursday, January 23, 2025 at 2:00 p.m.**  
Alachua County Administration Building  
12 SE 1st Street, Second Floor, Grace Knight Conference Room

**MEETING AGENDA**

1. Call to Order: Members present Commissioner Marihelen Wheeler, Cornelia Holbrook, Commissioner Dayna Williams, Adam Anderson, Ray Logan, Staci Bertrand. Members absent: Commissioner Cynthia Chestnut, Stephanie Bailes, and Linda Rocha.  
  
Others Present: Tourism and Economic Development staff Jessica Hurov, Liz Reyes, Bailey McClellan, Jordan Shepherd, and Sean McLendon.
2. Approval of the Agenda Packet and Minutes from the November 13, 2024 meeting – *Motion by Commissioner Williams, second by Ray Logan. Motion carried*
3. Meeting Advantage Program Application Review (8 applications): Tourism Program Coordinator Bailey McClellan presented 8 Meeting Advantage Program Applications for review. Bailey detailed the economic impact of the MAP program applications with a requested funding amount of \$40,810. These conferences are projected to generate approximately \$393,568.00 in direct lodging revenue and bring an estimated direct economic impact of \$1,220,767.00 and a total induced economic impact of \$1,896,466.00.

**Approved Meeting Advantage Program applications are as follows:**

- **UF/Public Utility Research Center (PURC) World Bank International Training Program on Utility Regulations and Strategy**  
**Verified Request Amount: \$9,900.00**  
January 13 – 22, 2025  
Lodging & Conference Location: Hilton University of Florida Conference Center  
660 room nights

*For this application requested a two part motion:*

*Motion to: 1. Accept the application and approve funding in the amount of \$9,900.00; and to: acknowledge that the funding is approved even though the application was submitted after the required two-month deadline and that the event has already taken place.*

*Motion by Ray Logan, second by Staci Bertrand. Motion unanimously carried.*

- **FL Mosquito Control Association, Dodd Short Course Training**

**Verified Request Amount: \$10,000.00**

January 27 – 30, 2025

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

*Motion by Staci Bertrand, second by Adam Anderson. Motion carried.*

- **Southern Group of State Foresters, 2025 Water Resources Committee Meeting**

**Verified Request Amount: \$810.00**

February 10 – 14, 2025

Lodging & Conference Location: Hotel Indigo Gainesville – Celebration Pointe  
54 room nights

*Motion by Commissioner Williams, second by Ray Logan. Motion carried.*

- **Greater Palm Beach Rose Society, 2025 Deep South District Mid-Winter Meeting**

**Verified Request Amount: \$1,350.00**

February 28 – March 2, 2025

Lodging & Conference Location: Best Western Gateway Grand  
90 room nights

*Jean Stream spoke about her conference.*

*Motion by Cornelia Holbrook, second by Staci Bertrand. Motion carried.*

- **Eagle Wings Motorcycle Association, FL District Gathering of Friends for Fun**

**Verified Request Amount: \$7,500.00**

March 13 – 15, 2025

Lodging & Conference Location: Best Western Gateway Grand  
500 room nights

*Motion by Ray Logan, second by Adam Anderson. Motion carried.*

- **FL Native Plant Society, Inc., Seeds of Tomorrow Conference**

**Verified Request Amount: \$5,850.00**

April 2 – 6, 2025

Lodging & Conference Location: Hilton University of Florida Conference Center  
390 nights  
2 people came to speak

*Motion by Cornelia Holbrook, second by Commissioner Williams. Motion carried.*

- **Gator Detachment 990, Marine Corps League Department of FL Spring Conference**

**Verified Request Amount: \$2,745.00**

April 10 – 13, 2025

Lodging & Conference Location: Best Western Gateway Grand  
183 room nights

*Motion by Adam Anderson, second by Staci Bertrand. Motion carried.*

- **MG Classics of Jacksonville, Gathering of the Faithful MG**  
**Verified Request Amount: \$2,700.00**

April 24 – 27, 2025

Lodging & Conference Location: Best Western Gateway Grand  
120 room nights

*Motion by Adam Anderson, second by Ray Logan. Motion carried.*

4. Cooperative Billboard Application Review (1 application)

**One Cooperative Billboard Applications was presented for review.**

- Spurriers Gridiron Grill \$15,000

*Motion by Cornelia Holbrook, second by Staci Bertrand. Motion carried.*

5. Member Comments
6. Public Comment
7. Adjourn 2:39pm

*This meeting will reconvene at 2:30 p.m. as a joint meeting with the Alachua County Economic Development Committee.*

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**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