



BOARD OF COUNTY COMMISSIONERS

THE KEYSTONE COUNTY-ESTABLISHED 1827

435 W. Walnut St., Monticello, Florida 32344

**Benjamin "Benny"
Bishop**
District 1

Eugene Hall
District 2, Vice-Chair

Hines F. Boyd
District 3

Betsy Barfield
District 4

Stephen Walker
District 5, Chair

**Regular Session Agenda
February 16, 2016 at the Courthouse Annex
435 W. Walnut St. Monticello, FL 32344**

- 1. 6:00 P.M. – Call to Order, Invocation, Pledge of Allegiance**
- 2. Public Announcements, Presentations, & Awards**
- 3. Consent Agenda**
 - a) Approval of Agenda**
 - b) Minutes of February 2, 2016 Regular Session**
 - c) Chamber TDC Grant Request – BikeFest**
- 4. Citizens Request & Input on Non-Agenda Items (3 Minute Limit)**
- 5. General Business**
 - a) Original FL Tourism Development Task Force – Bailar Resignation/Wideman Appointment**
- 6. County Coordinator**
- 7. Commissioner Discussion Items**
- 8. Adjourn**

From the manual "Government in the Sunshine", page 40:

Paragraph C. Each board, commission or agency of this state or of any political subdivision thereof shall include in the notice of any meeting or hearing, if notice of meeting or hearing is required, of such board, commission, or agency, conspicuously on such notice, the advice that if a person decides to appeal any decision made by the board, agency or commission with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings, and for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Kirk Reams
Clerk of Courts

Parrish Barwick
County Coordinator

T. Buckingham Bird
County Attorney

ITEM 3

CONSENT AGENDA ITEMS

JEFFERSON COUNTY BOARD OF COUNTY COMMISSIONERS
REGULAR SESSION
February 2, 2016

The Board met this date in regular session. Present were Chairperson Stephen Walker, Commissioners Betsy Barfield, Benjamin “Benny” Bishop, Hines Boyd and Eugene Hall. Also present were County Attorney Buck Bird and Clerk of Court Kirk Reams.

1. Commissioner Gene Hall led the invocation and Pledge of Allegiance.
2. **On motion by Commissioner Boyd, seconded by Commissioner Bishop and unanimously carried, the consent agenda—consisting of the approval of the agenda and the minutes of the January 19th, 2016 Regular Session—was approved.**
3. Citizen Paul Henry discussed the complaint he presented to the Board regarding the vote on awarding the bid on the US-19 Beautification. He stated his belief that this was not according to procedure. Attorney Bird respectfully disagreed and stated the first motion never received a second so there was no vote and therefore no action taken prior to the approved motion.
4. Citizen Phil Calandra gave his thoughts on Project Game Changer and requested more clarity on the business model for the Sports Complex. Commissioner Barfield requested an evening workshop. Possible dates for the workshop were listed as March 14th, March 17th and March 21st, to be held at 6pm at the Courthouse. Commissioner Barfield also requested that the auditor look at the company’s profit/loss statements.
5. Jennifer Johnson, interim administrator of the Jefferson County Health Department, presented the Board with the Department of Health’s Healthy Weight Community Champion recognition plaque.
6. **On motion by Commissioner Barfield, seconded by Commissioner Hall and unanimously carried, the Board approved the appointment of Jennifer Johnson as the Jefferson County Health Department Administrator.**
7. Chairman Stephen Walker announced that the Board was entering a public hearing on the CDBG. Bruce Ballister, with Apalachee Regional Planning Council, stated he was looking for projects and could even be directed by the Board to work with staff to find a neighborhood for the improvement grant. There was brief discussion about different locales that could utilize the grant money. Citizen Dick Bailar recommended looking at the I-10/Hwy 59 interchange for infrastructure improvements. Citizen and business owner Arun Kundra also recommended this area. Commissioner Hall closed the public hearing portion of this item. **On motion by Commissioner Hall, seconded by Commissioner Barfield and unanimously carried, the Board approved submitting an application for grant funds to improve the infrastructure at the I-10/59 interchange.**
8. Attorney Bird stated the building at the Industrial Park was ready to be occupied and there were a few more housekeeping items that needed to be addressed.
9. Commissioner Barfield inquired about noise ordinances for the County, to which Attorney Bird stated the only ordinance in the code was for outdoor entertainment but that the development code had some provisions to address noise when the permit was applied for.

10. Commissioner Barfield asked about the re-districting issue, to which Attorney Bird stated the Federal Judge was giving additional time for both parties to provide more information.
11. Clerk of Court Kirk Reams stated he would submit the RFQ for inspection services for the four upcoming state-funded SCRAP/SCOP projects. He noted that this portion now had to be performed by a separate entity than the company that provided the design.
12. Commissioner Barfield inquired about S. Main Avenue, to which Clerk of Court Kirk Reams stated he would follow up on the CIGP funding.
13. Clerk of Court Kirk Reams provided a brief update on the "A" building and stated the first phase, which was mainly structural, was nearing completion. Commissioner Barfield expressed her desire to invite the state Historic Preservation contacts to see the building.
14. The warrant register was reviewed and bills ordered paid.
15. **On motion by Commissioner Bishop, seconded by Commissioner Barfield and unanimously carried, the meeting was adjourned.**

Attest: _____
Clerk

Chairman

Jefferson County
Tourist Development Council

**General Special Event
Grant Program**
(Policies & Application)

Approved
by the

Jefferson County Board of County Commissioners and
The Jefferson County Tourist Development Council

November 19, 2013

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Jefferson County Tourist Development Council Special Event Grant Program

I. INTRODUCTION AND DEFINITION

The Jefferson County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Jefferson County Code Article 3, Sections 32-54. The TDC administers funds collected from a local option tourist development tax on occupied transient lodging sales, i.e. hotels/motels and campgrounds. The funds are designated to promote Jefferson County as a preferred visitor destination with emphasis in the following markets: special events, cultural activities, nature based activities, weddings, and amateur sporting events.

The TDC allocates funds from its annual budget to a grant program for local groups and organizations that coordinate events with a demonstrated history of visitor impact or significant potential to draw visitors to the area. The Special Event Grant Fund is administered and scored by the TDC. The grants are awarded by the Jefferson County Board of County Commissioners (BOCC).

A "Special Event" shall be defined as a new or existing organized concert, exhibition, festival, or fair, which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to Jefferson County residents and to those living outside Jefferson County who would consider visiting the destination and staying overnight to observe or participate.

Each application will be evaluated against established criteria. The number and extent of these grants will be dependent upon the availability of designated funds. Ideally, the funds allocated by the Jefferson County BOCC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the sponsoring organization's event budget.
- B. Funding is not intended to support administrative costs or non-public events. Funding is intended to support marketing and promotional efforts.
- C. Grant applications will only be received during the advertised cycle. One application will be accepted per event. In the event that a Special Event Grant application is received outside of the Tourist Development Council's designated submission dates and grant funds are still available in the budget, the Council may elect to consider the request.
- D. Lodging secured for the event must be located within Jefferson County.
- E. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event
- F. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their

overall impact on the local economy, particularly on transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, request for reimbursement must be received by September 30.

- G. Any funds granted will be subject to audit by the Jefferson County BOCC.
- H. Recognition of the Jefferson County Tourist Development Council must be included where appropriate on all printed material and the organization’s Web site referred to in public relations activities. A camera-ready logo will be provided. Failure to include the logo can be cause for disallowing reimbursement of that portion of the grant.
- I. Allowable expenses shall include the following:
Promotion, marketing, paid advertising that reaches beyond Jefferson County with potential to drive overnight visitation. Item #19 of the Application requires all applicants to describe how the grant funds will be used. Any changes to the items submitted in #19 MUST be submitted in writing to the TDC and will not be allowed without written approval from TDC staff.
- J. The maximum amount of funds given is **\$1,500**.

III. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Jefferson County impacting the commercial lodging industry, hotels/motels, bed and breakfasts, campgrounds, as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- 1. Each application must include a signed Certification and Compliance page
- 2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
- 3. The event must have the potential to bring or have had past history of bringing out-of-town visitors..
- 4. The event must use commercial lodging establishments within Jefferson County.

IV. RATING CRITERIA AND PROCESS

Each grant application will be reviewed by staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the TDC for scoring. The TDC will score each application on a 50 point scale based on the following:

			Score	Notes
Tourism Development	<ul style="list-style-type: none"> • Proposal has potential or previously proven ability to generate visitation to Jefferson County that includes overnight stays in Jefferson County commercial lodging • Proposal contributes to overall appeal of Jefferson County as preferred visitor destination through its event offerings. 	25 points		
Event Evaluation	<ul style="list-style-type: none"> • Event supports organization’s mission • Funds requested meet grant criteria of allowable expenses • Proposal includes event goals & objectives 	25 points		

	<ul style="list-style-type: none"> • Proposal includes method for documenting and evaluating outcome of event • Proposal includes documentation plan for overnight hotel stays 			
		Total Possible Points: 50		

V. APPROVAL PROCESS

1. Application is completed and turned into TDC staff
2. TDC scores application
3. TDC makes recommendation to Jefferson County BOCC
4. Jefferson County BOCC makes final approval

VI. SPECIAL EVENT GRANT TIMELINE

<u>PROCESS</u>	Cycle 1 Oct-Dec	Cycle 2 Jan-March	Cycle 3 April-June	Cycle 4 July-Sept
Grant Cycle opens	August 1	November 1	February 1	May 1
Applications Available	August 1	November 1	February 1	May 1
Deadline for applications	October 1	January 1	April 1	July 1
Review by TDC	October TDC meeting	January TDC meeting	April TDC meeting	July TDC meeting
Review and approval by BOCC	October BOCC meeting	January BOCC meeting	April BOCC meeting	July 1 BOCC meeting
Funds available	Submittal of post event report	Submittal of post event report	Submittal of post event report	Submittal of post event report

In the event that a Special Event Grant application is received outside of the Tourist Development Council’s designated submission dates, the Council may elect to consider the request if special event grant funds are still available in the budget.

VII. VISITOR TRACKING

In order to assess the impact of each event on the Jefferson County transient lodging industry, the TDC wants to emphasize the importance of tracking the number of overnight visitors attending the event.

We encourage you to utilize the attached **Visitor Tracking Form** to gather the requested information. On the form are listed the lodging establishments in the county. Have someone call each establishment on the day of the event and ask if they know of anyone staying with them for your event. The names and phone numbers of each establishment is on the Tracking Form.

VIII. CONCLUSION

Please submit the original of the attached application form **by the deadline date listed above to:**

Katrina Richardson, Executive Director
Jefferson County Tourist Development Council
420 West Washington Street
Monticello, Florida 32345
info@monticellojeffersonfl.com
850-997-5552

Failure to meet the deadline will result in disqualification.

**IX. Jefferson County Tourist Development Council
SPECIAL EVENT GRANT PROGRAM APPLICATION**

Please Print or Type:

1. Name of Event:

2. Date of Event:

Start time: End Time: Fee: \$

3. Description of Event:

4. Amount of Grant Request: \$

5. Host Organization:

6. Description of Organization (include date organization was created):

7. Contact Person:
(Name) (Title)

Address:

City: State: Zip:

Daytime Contact #: Email Address:

Public Information #: Website:

INFORMATION FOR TOURISM DEVELOPMENT PORTION OF COMMITTEE SCORING – 25 POINTS MAX.

12. Anticipated # of out-of-town overnight visitors

Anticipated # of attendees:	400
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13. How does this event contribute to the overall appeal of Jefferson County as a preferred visitor destination?

Advertising outside of our community will encourage people from the surrounding areas to participate in the Monticello Bike Fest and to shop throughout the weekend in Monticello/Jefferson County. The bike rides will include several rural areas of our county promoting its natural beauty. The media/digital advertising itself will market south Georgia, south Alabama and all of Florida. The logo will go on jerseys, t-shirts and posters and will be available throughout south Alabama, south Georgia and all of Florida therefore will be recognized from year to year promoting the Bike Fest even more.

INFORMATION FOR EVENT EVALUATION PORTION OF COMMITTEE SCORING – 25 POINTS MAX.

14. How does the event support your organization's mission?

The Chamber of Commerce encourages and promotes commercial, industrial, civic and general interests for the business and civic organizations who are members of the Chamber. The Chamber works to represent member interests to the City Council and Board of County Commissioners. We act as the local Visitor Center, fielding inquires about local businesses, organizations and event to residents, newcomers and visitors. By promoting our rural areas and the beauty in Jefferson County on these bike rides we are inviting people to return and discover more of Jefferson County's natural beauty.

15. Describe how grant funds would be used.

The \$1500 will be used to provide our event with the digital marketing package provided by Paul Ricci's company - Cycling Across America (www.cyclingacrossamerica.com).

This website basically has all the events on one site and our event will be included along with all the others throughout the 3 states. They will extend the visibility of our event beyond our current audience and location boundaries to enhance our exposure. On the **Event Listing Page** we will get: Complimentary Event Listing Page, Event listing in event directory, Registration Page Hyperlink, Registration Fee Details, Event Header on Event Listing Page, Link to Starting Locations, Social Media Buttons, Route Description Links, Customer Event Sidebar, Event Facebook Feed, Event YouTube Video, Event Route Maps Embedded on Sidebar. On the **Regional Event Calendar Page** we will get: Event Banner on Rotating Slider – Regional Calendar Page Rotating Slider, Event Banner on Sidebar – Regional Calendar Page, Event Banner on Sidebar – Regional Event Page. **E- Mail Distribution** will include Weekly Featured Cycling Events Flyer, Upcoming Weekend Events Flyer and Exclusive Event Flyer. **Social Media** will include Advanced Facebook Promotion, Regular Scheduled Event Posts, Demographically Customized Event Ads, Custom Audience Postings, Advance Event Ads, Timeline Cover Photo – Event Banner (on a rotating basis), Event Pinned Posts, **Twitter Promotion** will include Regular and Frequent Event Posts. **Google + Promotion** will include Regular and Frequent Event Posts. **Event Participant Enhancement Tools** will include Route Mapping Tools, Free On-Route Navigation, Cycling Event Apparel Discounts, Number Bibs, Sports Nutrition Event Sponsorships. In addition approximately 50,000 event series postcards will be distributed to bike shops throughout Florida, southern Georgia, southern Alabama and direct mail to the participants of each event in the series from the past two years. This marketing

also provides event jerseys with our event logo from Primal Wear and Monticello Bike Fest insulated water bottles from Polar Bottle.

16. Describe how you evaluate the outcome of the event.

Surveying the businesses that stand to benefit from this is the best way to evaluate the success of the advertising campaign. Starting the middle of March 2016 volunteers for the Chamber of Commerce will make phone calls to retail stores and lodging facilities with information regarding the tracking process, then will follow-up after April 9th for the results.

17. Describe how you plan to document overnight hotel stays.

In the middle of March 2016 contact will be made with the lodging facilities either by phone, email or letter explaining the details of tracking the number of heads in beds. Then using the Special Events Tracking Form provided by the Jefferson County TDC all of the lodging establishments in the county will be contacted during April to determine the number of rooms, the number of nights and the number of guests the owners can attribute to this campaign.

GENERAL INFORMATION

18. Have you received a JCTDC grant in the past? Yes No

If yes, include amount, name of event and year received:

Amount	Name of Event	Year
\$1,500	BBQ	2015-2016
\$1,500	Bike Fest	2014-2015
\$1,000	Watermelon Festival	2014-2016

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Jefferson County Special Event Grants Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Jefferson County Tourist Development Council. Signatures must be **original in ink**.

Name: Katrina Richardson
Please Print or Type

Organization: Chamber of Commerce
Please Print or Type

Katrina Richardson

(Signature)

January 22, 2016

(Date)

Please return the original of the Application and
the Certification & Compliance Page to:

Katrina Richardson Executive Director
Jefferson County TDC
420 West Washington Street
Monticello, FL 32344
info@monticellojeffersonfl.com
850-997-5552

Jefferson County TDC Post-event Report

Name of Event _____

Dates of Event _____

Contact person _____ **Phone #** _____

Summary of Expenses that used Grant Funds

Total # of attendees _____ **# of out-of-town visitors** _____

Total # of rooms rented for your event _____

Provide a summary of media exposure received including local, regional and national – print, television and radio.

I certify that the above information is true and accurate to the best of my knowledge.

name _____ **date** _____

