

**TOURISM DEVELOPMENT COUNCIL  
TOURISM DEVELOPMENT COUNCIL  
DESOTO COUNTY, FLORIDA  
MAY 19, 2017**

**I. CALL TO ORDER**

**11:00 AM**

**II. MINUTES APPROVAL**

1. **Tourism Development Council - Tourism Development Council - Dec 15, 2016 2:00 PM**

**III. REGULAR BUSINESS**

1. **Peace River Ap Review**

Review almost completed Navigation App

2. **Financial Review**

Fincancial Review since last meeting

3. **Discussion: How to increase industry capacity in DeSoto County**

Discussion: How to increase industry capacity in DeSoto County

**IV. PUBLIC COMMENTS**

**V. COMMITTEE COMMENTS**

**VI. STAFF COMMENTS**

A. *Mike Taber*

B. *Earl Hahn*

**VII. ADJOURN**

**NOTE:** For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.

**TOURISM DEVELOPMENT COUNCIL OF THE TOURISM DEVELOPMENT  
COUNCIL  
HELD ON DECEMBER 15, 2016 AT 2:00 PM  
IN THE PEACE RIVER CHARTERS  
4192 SW ADVENTURE WAY  
ARCADIA, FLORIDA**

The Tourism Development Council held a Tourism Development Council on December 15, 2016.

**I. CALL TO ORDER                      2:00 PM**

Attendee Name	Title	Status	Arrived
Juril "Buddy" Mansfield	Commissioner, District 1	Excused	
Becky Bragg	Board Member	Present	
George Lempeneau	Board Member	Present	
Lynn Whitmier	Board Member	Present	
Zack Varner	Board Member	Present	
Pat Burnworth	Board Member	Present	
Judy Wertz-Strickland	Councilwoman	Excused	
Susan Coker	Councilwoman	Excused	

**II. MINUTES APPROVAL**

**1. Tourism Development Council - Tourism Development Council - Aug 18, 2016 2:00 PM**

<b>RESULT:</b>	<b>ACCEPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Becky Bragg, Board Member
<b>SECONDER:</b>	George Lempeneau, Board Member
<b>AYES:</b>	Bragg, Lempeneau, Whitmier, Varner, Burnworth
<b>EXCUSED:</b>	Mansfield, Wertz-Strickland, Coker

**III. REGULAR BUSINESS**

**1. 2017 Advertising Matching Grant Program**

Mike Taber went over the new Grant program as amended and adopted by the BOCC. This will be advertised and funded in 2017.

**2. Site Improve Contract**

Mike Taber covered the Site Improve contract that provides analytics, site monitoring and maintenance for visitdesoto.com. Mr. Lempenau asked what the contract brought to the site, and discussion occurred.

**3. Financial Review**

Mike Taber provided an accounting of revenues and expenses and discussed upcoming expenditures. The Council reiterated as collections rise, we should increase spending to market the County.

**IV. PUBLIC COMMENTS**

**V. COUNCIL COMMENTS**

**VI. STAFF COMMENTS**

**A. Mike Taber**

**VII. ADJOURN**

Minutes Acceptance: Minutes of Dec 15, 2016 2:00 PM (Minutes Approval)

**BOARD OF COUNTY COMMISSIONERS  
DESOTO COUNTY, FLORIDA  
DATE: May 19, 2017**

Consent Agenda  
 Regular Business  
 Public Hearing

Quasi-Judicial Public Hearing  
Time

<b>DEPARTMENT:</b>	Economic Development
<b>SUBMITTED BY:</b>	Mike Taber,
<b>PRESENTED BY:</b>	Mike Taber,
<b>TITLE &amp; DESCRIPTION:</b>	Peace River Ap Review
<b>REQUESTED MOTION:</b>	
<b>SUMMARY:</b>	<a href="https://desoto.oncell.com/en/index.html">https://desoto.oncell.com/en/index.html</a>
<b>BACKGROUND:</b>	
<b>FUNDS:</b>	Budget Amount N/A Actual Agenda Item N/A Cost: Account Number: N/A Explanation: N/A
<b>ATTACHMENTS:</b>	
<b>REVIEW APPROVAL:</b>	Department Director
	Finance Director
	Budget Department
	Purchasing Department
	County Attorney
	County Administrator

**BOARD OF COUNTY COMMISSIONERS  
DESOTO COUNTY, FLORIDA  
DATE: May 19, 2017**

Consent Agenda  
 Regular Business  
 Public Hearing

Quasi-Judicial Public Hearing  
Time

<b>DEPARTMENT:</b>	Economic Development
<b>SUBMITTED BY:</b>	Mike Taber,
<b>PRESENTED BY:</b>	Mike Taber,
<b>TITLE &amp; DESCRIPTION:</b>	Financial Review
<b>REQUESTED MOTION:</b>	
<b>SUMMARY:</b>	Revenue, Expense, Upcoming Expenditures, 2017-2018 Budget
<b>BACKGROUND:</b>	
<b>FUNDS:</b>	Budget Amount N/A Actual Agenda Item N/A Cost: Account Number: N/A Explanation: N/A
<b>ATTACHMENTS:</b>	RG REVENUE & EXPENSE REPORT - 7693 PROMOTIONAL ACTIVITIES ECONOMIC AND TOURIST DEVELOPMENT 2017-2018 budget
<b>REVIEW APPROVAL:</b>	Department Director
	Finance Director
	Budget Department
	Purchasing Department
	County Attorney
	County Administrator

DESOTO COUNTY  
 REVENUE & EXPENSE REPORT  
 AS OF: MAY 31ST, 2017

3.2.a

150-TOURIST DEVELOPMENT TAX  
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
REVENUE SUMMARY							
TAXES	70,000.00	0.00	0.00	37,085.89	0.00	32,914.11	52.98
INTERGOVERNMENTAL REV.	10,000.00	0.00	0.00	0.00	0.00	10,000.00	0.00
MISCELLANEOUS REVENUES	250.00	0.00	0.00	83.55	0.00	166.45	33.42
MISC. NON-OPERATING REV	110,552.96	0.00	0.00	113,352.96	0.00 (	2,800.00)	102.53
TOTAL REVENUES	190,802.96	0.00	0.00	150,522.40	0.00	40,280.56	78.89
EXPENDITURE SUMMARY							
TOURIST DEVELOPMENT TAX	190,802.96	924.23	0.00	31,300.31	0.00	159,502.65	16.40
TOTAL EXPENDITURES	190,802.96	924.23	0.00	31,300.31	0.00	159,502.65	16.40
=====	=====	=====	=====	=====	=====	=====	=====
REVENUE OVER/ (UNDER) EXPENDITURES	0.00 (	924.23)	0.00	119,222.09	0.00 (	119,222.09)	0.00
=====	=====	=====	=====	=====	=====	=====	=====

Attachment: RG REVENUE & EXPENSE REPORT - 7693 (2047 : Financial Review)

150-TOURIST DEVELOPMENT TAX

REVENUES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
<b>TAXES</b>							
00003121000000 SALES TAX	70,000.00	0.00	0.00	37,085.89	0.00	32,914.11	52.98
TOTAL TAXES	70,000.00	0.00	0.00	37,085.89	0.00	32,914.11	52.98
<b>INTERGOVERNMENTAL REV.</b>							
00003371000000 VISIT FLORIDA GRANT	10,000.00	0.00	0.00	0.00	0.00	10,000.00	0.00
TOTAL INTERGOVERNMENTAL REV.	10,000.00	0.00	0.00	0.00	0.00	10,000.00	0.00
<b>MISCELLANEOUS REVENUES</b>							
00003611000000 INTEREST	250.00	0.00	0.00	83.55	0.00	166.45	33.42
TOTAL MISCELLANEOUS REVENUES	250.00	0.00	0.00	83.55	0.00	166.45	33.42
<b>MISC. NON-OPERATING REV</b>							
00003900000000 LESS 4%	( 2,800.00)	0.00	0.00	0.00	0.00	( 2,800.00)	0.00
00003990000000 FUND BALANCE FORWARD	113,352.96	0.00	0.00	113,352.96	0.00	0.00	100.00
TOTAL MISC. NON-OPERATING REV	110,552.96	0.00	0.00	113,352.96	0.00	( 2,800.00)	102.53
<b>** TOTAL REVENUES **</b>	<b>190,802.96</b>	<b>0.00</b>	<b>0.00</b>	<b>150,522.40</b>	<b>0.00</b>	<b>40,280.56</b>	<b>78.89</b>

Attachment: RG REVENUE & EXPENSE REPORT - 7693 (2047 : Financial Review)

DESOTO COUNTY  
 REVENUE & EXPENSE REPORT  
 AS OF: MAY 31ST, 2017

3.2.a

150-TOURIST DEVELOPMENT TAX  
 TOURIST DEVELOPMENT TAX

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	PRIOR YEAR PO ADJUST.	Y-T-D ACTUAL	Y-T-D ENCUMBRANCE	BUDGET BALANCE	% OF BUDGET
20105521200000 SALARIES	12,074.00	696.61	0.00	7,476.92	0.00	4,597.08	61.93
20105522100000 FICA	924.00	33.66	0.00	527.15	0.00	396.85	57.05
20105522200000 RETIREMENT	908.00	52.38	0.00	562.21	0.00	345.79	61.92
20105522300000 EMPLOYEE INSURANCE	2,240.00	140.02	0.00	1,447.01	0.00	792.99	64.60
20105522400000 WORKERS COMPENSATION	278.00	0.00	0.00	159.86	0.00	118.14	57.50
20105523100000 PROFESSIONAL SERVICES	5,000.00	0.00	0.00	0.00	0.00	5,000.00	0.00
20105524000000 TRAVEL	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00
20105524100000 COMMUNICATIONS	40.00	1.56	0.00	9.64	0.00	30.36	24.10
20105524200000 FREIGHT & POSTAGE SERVI	300.00	0.00	0.00	0.00	0.00	300.00	0.00
20105524800000 PROMOTIONAL ACTIVITIES	50,000.00	0.00	0.00	21,021.59	0.00	28,978.41	42.04
20105524900000 MISCELLANEOUS EXPENSES	500.00	0.00	0.00	95.00	0.00	405.00	19.00
20105525100000 OFFICE SUPPLIES	500.00	0.00	0.00	0.93	0.00	499.07	0.19
20105525500000 TRAINING	1,500.00	0.00	0.00	0.00	0.00	1,500.00	0.00
20105529900000 RESERVE FOR CONTINGENCY	115,038.96	0.00	0.00	0.00	0.00	115,038.96	0.00
<b>TOTAL TOURIST DEVELOPMENT TAX</b>	<b>190,802.96</b>	<b>924.23</b>	<b>0.00</b>	<b>31,300.31</b>	<b>0.00</b>	<b>159,502.65</b>	<b>16.40</b>
<b>TOTAL EXPENDITURES</b>	<b>190,802.96</b>	<b>924.23</b>	<b>0.00</b>	<b>31,300.31</b>	<b>0.00</b>	<b>159,502.65</b>	<b>16.40</b>

\*\*\* END OF REPORT \*\*\*

Attachment: RG REVENUE & EXPENSE REPORT - 7693 (2047 : Financial Review)

VENDOR I.D.	NAME	STATUS	CHECK DATE	AMOUNT	DISCOUNT	CHECK NO	CHECK STATUS	CHECK AMOUNT
5048	I-47318 150 20105524800000	R	12/13/2016	3,150.00		226371		3,150.00
	SITEIMPROVE, INC. 38344 PROMOTIONAL ACTIVITIES							
0096	I-713866 150 20105524900000	R	1/17/2017	95.00		226705		95.00
	ARCADIAN 357626 MISCELLANEOUS EXPENSES							
5048	I-47707 150 20105524800000	R	1/17/2017	1,826.00		226743		1,826.00
	SITEIMPROVE, INC. 40263 PROMOTIONAL ACTIVITIES							
5054	I-13272 150 20105524800000	R	2/07/2017	10,779.60		227005		10,779.60
	ONCELL SYSTEMS, INC RIVER NAVIGATION APP PROMOTIONAL ACTIVITIES							
0606	I-960 150 20105524800000	R	2/24/2017	3,250.00		227159		3,250.00
	ARCADIA ALL FLORIDA JUMBO TRON PROMOTIONAL ACTIVITIES							
4810	I-322 150 20105524800000	R	3/03/2017	1,500.00		227245		1,500.00
	CHARLOTTE HARBOR ANNUAL AD PROMOTIONAL ACTIVITIES							
5079	I-201703018112 150 20105524800000	R	3/03/2017	500.00		227249		500.00
	CROWN OF MAINE PRODUCTIONS, IN AD PROMOTIONAL ACTIVITIES							
1039	I-201609157403 150 20105524800000	E	9/16/2016	500.00		999999		500.00
	CITY OF ARCADIA - FINANCE MOVIE NIGHT SPONSORSHIP PROMOTIONAL ACTIVITIES							
4966	I-108410-4 150 20105524800000	E	9/23/2016	2,500.00		999999		2,500.00
	COX RADIO, INC AD PROMOTIONAL ACTIVITIES							

* * T O T A L S * *	NO	INVOICE AMOUNT	DISCOUNTS	CHECK AMOUNT
REGULAR CHECKS:	8	21,244.55	0.00	21,244.55
HAND CHECKS:	0	0.00	0.00	0.00
DRAFTS:	0	0.00	0.00	0.00
EFT:	2	3,000.00	0.00	3,000.00
NON CHECKS:	0	0.00	0.00	0.00
VOID CHECKS:	7	0.00		
	VOID DEBITS	0.00		
	VOID CREDITS	639.57CR	639.57CR	0.00

TOTAL ERRORS: 0

Packet Pg. 8

3.2.b



**DESOTO COUNTY 2017/18 PROPOSED BUDGET  
TOURIST DEVELOPMENT FUND 150**

		2013/14	2014/15	2015/16	2016/17	YTD	PROJECTED	2017/18
		ACTUAL	ACTUAL	ACTUAL	BUDGET	ACTUAL	YEAR END	BUDGET
<b>REVENUE</b>								
TAXES								
00003121000000	SALES TAX	38,944	56,656	83,337	70,000	17,915	70,000	72,000
	TOTAL TAXES	38,944	56,656	83,337	70,000	17,915	70,000	72,000
INTERGOVERNMENTAL REVENUE								
00003371000000	VISIT FLORIDA GRANT	-	10,000	-	10,000	-	10,000	-
	TOTAL INTERGOVERNMENTAL REVENUE	-	10,000	-	10,000	-	10,000	-
MISCELLANEOUS REVENUE								
00003611000000	INTEREST	74	96	281	250	37	90	-
00003699000000	MISCELLANEOUS REVENUE	18	-	-	-	-	-	-
	TOTAL MISCELLANEOUS REVENUE	92	96	281	250	37	90	-
MISC. NON-OPERATING REVENUE								
00003900000000	LESS 4%	-	-	-	(2,800)	-	-	-
00003990000000	FUND BALANCE FORWARD	35,168	38,811	70,940	105,749	-	113,353	-
	TOTAL MISC. NON-OPERATING REVENUE	35,168	38,811	70,940	102,949	-	113,353	-
	<b>TOTAL REVENUE</b>	<b>74,204</b>	<b>105,564</b>	<b>154,558</b>	<b>183,199</b>	<b>17,952</b>	<b>193,443</b>	<b>72,000</b>
<b>EXPENSE</b>								
PERSONNEL SERVICES								
20105521200000	SALARIES	6,568	6,684	9,037	12,074	5,108	12,074	-
20105521400000	OVERTIME	-	-	-	-	-	-	-
20105522100000	FICA	431	477	660	924	354	924	-
20105522200000	RETIREMENT	464	490	663	908	384	908	-
20105522300000	EMPLOYEE INSURANCE	1,223	1,246	1,673	2,240	1,027	2,240	-
20105522310000	DEPENDENT HEALTH SUBSIDY	616	157	-	-	-	-	-
20105522400000	WORKERS COMPENSATION	154	150	198	278	111	278	-
	TOTAL PERSONNEL SERVICES	9,456	9,204	12,231	16,424	6,985	16,424	-
OPERATING EXPENSES								
20105523100000	PROFESSIONAL SERVICES	1,845	5,015	3,708	5,000	-	5,000	10,000
20105523200000	ACCOUNTING AND AUDITING	-	-	-	-	-	-	-
20105523400000	OTHER SERVICES	-	-	-	-	-	-	-
20105524000000	TRAVEL	935	1,227	871	1,500	-	1,500	1,500
20105524100000	COMMUNICATIONS	16	22	30	40	5	40	100
20105524200000	FREIGHT & POSTAGE SERVICES	-	-	-	300	-	300	300
20105524300000	UTILITY SERVICES	-	-	-	-	-	-	-
20105524400000	RENTALS AND LEASES	-	-	-	-	-	-	-
20105524600000	REPAIR AND MAINTENANCE	-	-	-	-	-	-	-
20105524700000	PRINTING & BINDING	-	-	-	-	-	-	-
20105524800000	PROMOTIONAL ACTIVITIES	23,077	19,045	24,097	50,000	21,006	50,000	70,000
20105524900000	MISCELLANEOUS EXPENSES	-	-	-	500	95	500	500
20105525100000	OFFICE SUPPLIES	64	111	268	500	1	500	500
20105525200000	OPERATING SUPPLIES	-	-	-	-	-	-	-
20105525400000	PUBLICATIONS-DUES-SUBSC	-	-	-	-	-	-	-
20105525500000	TRAINING	-	-	-	1,500	-	1,500	1,500
	TOTAL OPERATING EXPENSES	25,937	25,420	28,974	59,340	21,106	59,340	84,400
CAPITAL OUTLAY								
20105526400000	EQUIPMENT	-	-	-	-	-	-	-
20105526800000	SOFTWARE	-	-	-	-	-	-	-
	TOTAL CAPITAL OUTLAY	-	-	-	-	-	-	-
OTHER USES								
20105529900000	RESERVE FOR CONTINGENCY	-	-	-	107,435	-	-	-
	TOTAL OTHER USES	-	-	-	107,435	-	-	-
	<b>TOTAL EXPENSES</b>	<b>35,393</b>	<b>34,624</b>	<b>41,205</b>	<b>183,199</b>	<b>28,091</b>	<b>75,764</b>	<b>84,400</b>
	REVENUE OVER/(UNDER) EXPENSES	38,811	70,940	113,353	-	(10,139)	117,679	(12,400)

Attachment: ECONOMIC AND TOURIST DEVELOPMENT 2017-2018 budget (2047 : Financial Review)

**BOARD OF COUNTY COMMISSIONERS  
DESOTO COUNTY, FLORIDA  
DATE: May 19, 2017**

Consent Agenda  
 Regular Business  
 Public Hearing

Quasi-Judicial Public Hearing  
Time

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**DEPARTMENT:** Economic Development  
**SUBMITTED BY:** Mike Taber,  
**PRESENTED BY:** Mike Taber,

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**TITLE & DESCRIPTION:** Discussion: How to increase industry capacity in DeSoto County

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**REQUESTED MOTION:**

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**SUMMARY:** Discussion about hospitality/tourism capacity building

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**BACKGROUND:** What suggestions should this Council make to the BOCC to encourage building capacity and encouraging new hospitality/tourism related new business starts. What contacts does this Council have with hotel developers?

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**FUNDS:** Budget Amount N/A  
Actual Agenda Item N/A  
Cost:  
Account Number: N/A  
Explanation: N/A

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**ATTACHMENTS:**

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**REVIEW** Department Director

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**APPROVAL:** Finance Director

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Budget Department

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Purchasing Department

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County Attorney

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County Administrator

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