



ALACHUA COUNTY TOURIST DEVELOPMENT COUNCIL

Marihelen Wheeler, Chair
Brad McCreedy, Vice Chair
Gail Johnson, Adam McGovern
Bruce Cribbs, Megan Yaeger
Nancy Lavin, Robin Frey, Erin Porter

TOURIST DEVELOPMENT COUNCIL Wednesday, March 13, 2019 at 1:30 Grace Knight Conference Room 12 SE 1st Street, 2nd floor MEETING MINUTES

1. **Call to Order** - Members present: Megan Yaeger, Brad McCreedy, Nancy Lavin, Erin Porter, Gail Johnson, Marihelen Wheeler. Members absent – Bruce Cribbs, Adam McGovern, Robin Frey
2. **Amendments to the Agenda and Approval of Agenda and Minutes** – Motion to approve agenda by Gail Johnson, second by Nancy Lavin. Motion to approve minutes by Gail Johnson, second by Nancy Lavin. Motion by Nancy Lavin to move item #3 Election of Vice Chair to take place after item #5. Second by Erin Porter. Motions carried.
3. **Draft Marketing Plan Presentation - Jessica Hurov** – Motion by Brad McCreedy to proceed with marketing plan. Second by Megan Yaeger. Motion carried.
4. **Short Term Rental Update - VCB Staff**
5. **Election of Vice Chair** – Motion by Nancy Lavin to nominate Brad McCreedy as Vice Chair. Second by Gail Johnson. Motion carried.
6. **April 17 Stakeholder Workshop Agenda** – Motion by Megan Yaeger to approve the agenda as presented. Second by Nancy Lavin. Motion carried.
7. **Member Comments**
8. **Public Comments**

Meeting Adjourn

Back-up Material:

1. Minutes from January 9, 2019 TDC meeting
2. STR Report
3. December and January GSC Update
4. Attendance Report
5. TDT Expenditure Report Oct 1-Dec 31, 2018