

APRIL 12, 2016 – WORKSHOP

The Board of County Commissioners, Walton County, Florida, held a Workshop on April 12, 2016 at 3:20 p.m. at the Walton County Courthouse Annex in Santa Rosa Beach, Florida.

The following Board Members were present: Commissioner Sara Comander, Chairman; Commissioner Cecilia Jones, Vice-Chairman; Commissioner W. N. (Bill) Chapman; Commissioner Bill Imfeld; and Commissioner Cindy Meadows. Mr. Larry Jones, County Administrator; and Attorney Mark Davis, County Attorney; were also present.

Chairman Comander called to order the Workshop to discuss TDC Governance Models.

Mr. Stan Sunday, Interim TDC Executive Director, announced Mr. Jay Tusa had officially begun his position as TDC Executive Director. He introduced Mr. Dan Fenton and Ms. Bethany Parker representatives of Jones Lang and LaSalle (JLL), who would be giving the presentation on Tourist Development Council (TDC) Governance Models.

Mr. Fenton distributed two handouts: 1. Governance Approach, and 2. Presentation of the governing models. He briefly discussed the Governance Approach handout which gives an overview of the TDC governing structure and responsibilities. He reported that meetings had been held with stake holders, commissioners, and council members to gather information which would strengthen the TDC.

Mr. Fenton briefly outlined the presentation which would include an update on the strategic planning process, a review of the governance models, and a review of the proposed TDC governance approach. He discussed the areas JLL looked at in order to build a model for consideration. Mr. Fenton said it is more important to look at the fundamental principles to be achieved and then determine the best way to achieve them. He reviewed the current model, the CVB private with public beach maintenance model, beach ops private and TDC private (CVB)

model, authority model, and the current model with increased private engagement. He said the current model with increased private engagement will be the focus of the workshop. Mr. Fenton spoke about the different perceptions people have about the priorities of private and public organizations.

Commissioner Jones questioned if the TDC would take a more active role in budgeting, big projects, etc. Mr. Fenton said he would present thoughts on what the active role would be during the discussion on the potential governance approach.

Mr. Fenton discussed the Potential TDC Governance Approach which includes: Council Size, Makeup and Terms; Officers; Council Responsibility; Council Duties; Council Functionality; Nominating Process; and Relationship to the BCC. He said the governance rolls and language needed to be strengthened for both the TDC and the Board to move the organization forward. Mr. Fenton spoke about the roles and responsibilities of the Council as a fiduciary oversight body. He also addressed the responsibilities and duties of Council members regarding attendance, functionality, nominating process, and BCC relationship. He said comments and recommendations made today will be applied and a final approach created to be presented for Board consideration.

Mr. Jim Bagby commented that a relationship already existed between the BCC and the Council. He said State statute gives the BCC the option of appointing a Council chair or allowing the Council to appoint the chair. He expressed concern that the Sunshine Law may be conflicted if Council members serve on too many committees. Mr. Bagby suggested speaking with the Bay County Tourism Board whose governance model is similar to what was presented.

Mr. Art Miller, TDC Council, reported the only occasion the Council spoke with JLL was during the Strategic Planning process and have not discussed governance models. He did,

however, agree with the presentation and expressed a need for more Council members to attend the BCC meetings.

Mr. Bob Brooke expressed a need for an adjunct member to be appointed to the Council to represent residents and local citizens.

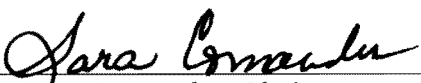
Mr. Bob Hudson, Walton County Taxpayers' Association (WCTPA), discussed the results of a survey performed by the WCTPA regarding Walton County tourism. Two thirds of those participating in the survey were local, permanent, residents. The survey showed an understanding of the importance tourism has on our area and a desire for a governance model. He reported there was a disconnect between the public and the mission of the Council.


Mr. John Boushy asked for clarification on the fiduciary responsibility. Mr. Fenton said the goal is for the Council to be active in all the projections, but the fiduciary responsibility will be the BCC. The approach would encourage accountability among the Council. Mr. Boushy encouraged more collaboration with the public.

Mr. Art Miller reported the Council oversees the budget and reviews all expenditures. He also announced there have been several committees created by the Council with members of the public appointed to serve.

Chairman Comander said the board would review what was presented and would place it on a later agenda for consideration.

There being no further items to discuss, the Workshop was adjourned.

Approved: 
Sara Comander, Chairman

Attest: 
Alex Alford, Clerk of Court and County Comptroller