

APRIL 27, 2004 – WORKSHOP

The Walton County Board of County Commissioners held a joint workshop with the Tourist Development Council Board on April 27, 2004 at 2:00 p.m. in the conference room at the Tourist Development Council.

The following Board members were present: Tim Pauls, Vice-Chair, Commissioner Lane Rees, Commissioner Kenneth Pridgen, and Commissioner Rosier Cuchens. Ronnie Bell, Interim County Administrator, and Attorney Gary Vorbeck, Director of Legal Services, was also present.

The following TDC Board members were present: Van Ness Buter, Jr., Jeanne Daily, Ken Gifford, Joann Saucier, and John Gillis.

Ms. Debbie Von Behran, VBA Consulting, appeared before the Board presenting the Tourist Development Council's 2004-05 Annual Plan.

Commission Pauls called the meeting to order.

Ms. Debbie Von Behren stated that this is the 6th year the TDC has prepared their plan. The mission statement and the vision statement were both reviewed when this process was initiated. The foundational issues are reviewed each year. One of the goals of this year's plan is to ensure that the TDC is promoting issues throughout the county, not only in south Walton.

The following were presented for discussion: planning process, mission statement, vision, guiding principles, critical success factors, key indicators, and strategic intents/feedbacks. Ms. Von Behren explained that the planning process has worked.

Mission Statement: The mission of the Walton County TDC is to direct and manage activities that will strengthen the position of the Beaches of Walton County in the

tourism marketplace, to assist in maintaining our beaches as a primary attraction and as a responsible industry organization to take a leadership role in addressing issues that affect tourism and the quality of life in Walton County.

Discussion followed regarding the brand name being used in advertising, “south Walton” versus “Walton County”, and the preference not to change the brand name.

The vision statement shows those issues that the TDC has direct control over, issues the TDC has significant influence, but not direct control, and issue that are important that TDC supports. She stated that the vision statement has remained the same, with the exception of two minor changes.

Ms. VonBerhen presented the guiding principles, which are quality, preservation, fiscal responsibility, and leadership. She reviewed the critical success factors and key indicators.

The Strategic intents of the annual plan were reviewed. Ms. Saucier questioned the feasibility of changing the brand name from “Beaches of South Walton” to the “Beaches of Walton County”. Mrs. Titus stated that the brand name has been in affect for approximately 18 years. Commissioner Pauls voiced opposition to even researching this issue due to the millions of dollars that it could cost to make the change. The Boards recommended that staff strike, from the annual plan, the feasibility study for changing the brand name.

Discussion was held regarding the wording to research potential funding sources for a transportation system and Arts and Culture. The Board felt that “transportation system” is too broad.

Discussion was held regarding beach access and the ability to provide ADA accesses when possible. Mrs. Titus stated that consideration is given to all accesses.

The TDC Board members spoke about transitioning to use the county attorney more than the attorney Mary Kramer. Ms. Titus explained that they have been using the county attorney more than in the past.

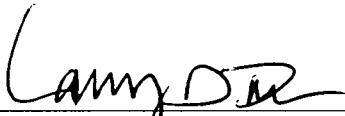
Discussion was held regarding affordable housing and the labor force. The TDC's role in affordable housing was also discussed.

Mr. Butler spoke about the amount of monies that have been spent on beach renourishment and beach accesses.

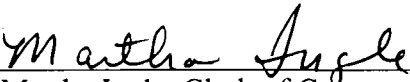
Commissioner Pauls commented on the public's right to use and traverse the beach. Mrs. Titus stated that this was addressed.

There being no further discussion, the meeting was adjourned at 3:30 p.m.

APPROVED:


Larry D. Jones, Chair

ATTEST:


Martha Ingle, Clerk of Court