

## JUNE 13, 2006 – JOINT WORKSHOP

The Board of County Commissioners, Walton County, Florida, held a Joint Workshop with the Tourist Development Council on Tuesday, June 13, 2006, at 2:00 p.m. at the South Walton Courthouse Annex. The purpose of the workshop was to review the Tourist Development Council's Strategic Plan.

The following Board members were present: Chairman Scott Brannon, Vice-Chairman Kenneth Pridgen, Commissioner Cindy Meadows and Commissioner Rosier Cuchens. Mr. Ronnie Bell, County Administrator, and Attorney David Hallman, Legal Services Director, were also present.

Chairman Brannon called the meeting to order.

Ms. Kriss Titus, Executive Director of the Tourist Development Council, introduced the TDC Board members who were in attendance and the TDC staff who would assist in presenting the strategic plan.

Ms. Titus began the presentation with a power-point reviewing the TDC's mission statement and guiding principals. Ms. Titus turned the floor over to Ms. Loretta Shaffer, Director of Sales and Marketing, to discuss the marketing strategies for the upcoming fiscal year.

(Commissioner Meadows entered at 2:15 p.m.)

Ms. Shaffer turned the floor over to Ms. Tiffany McCaskill, New Product Development Manager, to discuss various programs and initiatives for the artistic aspects of the strategic plan. Ms. McCaskill turned the floor over to Mr. Brad Pickel, Director of Beach Management, to speak about various tactics that will be applied to address beach management.

Ms. Titus concluded the power-point presentation with discussing leadership administration. She then presented a video presentation recognizing the TDC's 20<sup>th</sup> anniversary.

Mr. Don Crim commented that the TDC should develop additional marketing techniques to focus more on promoting and welcoming disabled tourists.

There being no further business, the meeting adjourned at 2:40 p.m. until the Regular Meeting scheduled for 4:00 p.m.

APPROVED: \_\_\_\_\_  
Scott Brannon, Chairman

ATTEST: \_\_\_\_\_  
Martha Ingle, Clerk of Court