Hardee County
FLORIDA

AGENDA

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

November 18, 2025, at 8:30 AM

COMMISSION CHAMBERS, 412 WEST ORANGE STREET, ROOM 102, WAUCHULA, FL 33873

BOARD MEMBERS

District III Commissioner E. Donald Chancey, Jr., Chair
Heartland Events - Erica Scheipsmeier
Town of Zolfo Springs - Mayor Rod Cannon
City of Wauchula - Dr. Sherri Albritton
City of Wauchula - Community Redevelopment Agency - Jessica Newman
Motel Industry - Puja Ahir
5th Day Outdoors LLC - Owner Daniel Leakey, Vice Chair
Hardee County Chamber of Commerce - Kaylee Webb
Ad-Hoc Non-Voting Member - Peace River Oaks - Jon Solin

County Manager Terry Atchley
County Attorney Sarah Johnston
Assistant County Manager Doug Baber
Marketing & Tourism Manager Lacey Webb
Parks and Recreation Coordinator Courtney Graham

1. **CALL TO ORDER**

2. **INVOCATION, FOLLOWED BY THE PLEDGE OF ALLEGIANCE**

3. **APPROVAL OF THE AGENDA**

4. **APPROVAL OF MINUTES**

   A. Minutes for Approval for August 19, 2025

5. **BUSINESS AGENDA**

   A. Pioneer Festival Recap presented by Jamie Bateman

   B. 2025 EOY Budget

   C. 2026 Budget Review

   D. Gateway Sign Project update

6. **ADJOURNMENT**

AGENDA ITEM NO. 4.A

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: November 18, 2025

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Minutes for Approval

AGENDA SECTION: **APPROVAL OF MINUTES**

SUBJECT: Minutes for Approval for August 19, 2025

SUGGESTED ACTION:

ATTACHMENTS:
2025-08-19 Minutes TDC RM.pdf

Hardee County
FLORIDA

MINUTES

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

August 19, 2025, at 8:30 AM

COMMISSIONER CHAMBERS, 412 WEST ORANGE STREET, ROOM 102, WAUCHULA, FL 33873

1. CALL TO ORDER

Attendee Name	Title	Status	Arrived
E. Donald Chancey, Jr.	Commissioner, Chair	Present	
Daniel Leakey	5th Day Outdoors, LLC – Owner, Vice Chair	Absent	
Erica Scheipsmeier	Heartland Events	Present	
Mayor Rod Cannon	Town of Zolfo Springs	Absent	
Dr. Sherri Albritton	City of Wauchula	Present	
Jessica Newman	City of Wauchula CRA (Community Redevelopment Agency)	Present	
Puja Ahir	Motel Industry	Absent	
Kaylee Webb	Hardee County Chamber of Commerce	Present	
Jon Solin	Ad-Hoc Non-Voting Member - Peace River Oaks	Present	
Terry Atchley	County Manager	Present	
Sarah Johnston	County Attorney	Absent	
Doug Baber	Assistant County Manager	Present	
Lacey Webb	Marketing & Tourism Manager	Present	
Courtney Graham	Parks and Recreation Coordinator	Present	

Chair Chancey called the meeting to order at 8:30 a.m.

2. INVOCATION, FOLLOWED BY THE PLEDGE OF ALLEGIANCE

3. APPROVAL OF THE AGENDA

Chair Chancey called for a motion.

Motion by Board Member Albritton and second by Board Member Newman to approve the agenda as presented.

Motion carried 5 to 0.
Ayes – Chancey, Scheipsmeier, Albritton, Newman, and Webb.
Nays – None
Absent – Leakey, Ahir, and Cannon

4. APPROVAL OF MINUTES

A. February 4, 2025, Meeting Minutes.

Chair Chancey called for a motion.

Motion by Board Member Newman and second by Board Member Albritton to approve the minutes from February.

Motion carried 5 to 0.
Ayes – Chancey, Scheipsmeier, Albritton, Newman, and Webb.
Nays – None
Absent – Leakey, Ahir, and Cannon

B. May 13, 2025, Meeting Minutes.

Chair Chancey called for a motion.

Motion by Board Member Newman and second by Board Member Albritton to approve the minutes from May.

Motion carried 5 to 0.
Ayes – Chancey, Scheipsmeier, Albritton, Newman, and Webb.
Nays – None
Absent – Leakey, Ahir, and Cannon

5. BUSINESS AGENDA

A. Get Fish Slapped Marketing Presentation:

Tourism and Marketing Manager Lacey Webb introduced Tracey and Kayla from Get Fish Slapped Marketing. Manager Webb explained the need for updated marketing and branding for Hardee County. Tracey and Kayla presented a slideshow demonstrating how they developed the new logo and slogan for Hardee County. At the conclusion of the presentation, the board was shown mock merchandise and received logo stickers.

Board Member Dr. Sherri Albritton commented that she loved the logo, thought the project was money well spent, and was pleased with the design. Chair Chancey pointed out that the logo did not include "Florida," only "Hardee," and questioned the inclusion of fishing imagery and the FWC references. Tourism and Marketing Manager Webb explained that Hardee Lakes would capture overflow fishing and river fishing activity. Board Member Dr. Albritton agreed that "Florida" should be included on the logo.

Tracey from Get Fish Slapped advised that most county logos do not include "Florida" but noted that versions could be made with and without it for different uses. Board Member Erica Scheipsmeier commented that Ona was not listed on the logo and suggested that all city names either be included or removed entirely. Tourism and Marketing Manager Webb explained that including all city names was not possible, as only larger municipalities were featured. Board Member Scheipsmeier recommended removing all city names to keep it consistent. Board Member Jessica Newman suggested that all cities be listed on the website instead and stated that while she liked the logo, she did not favor the fishing rods, as Hardee County is more than just fishing. Board Member Scheipsmeier agreed that the fishing rods should be removed.

Tracey recapped that the board requested both the rods and the city names be removed from the logo. Board Member Newman asked whether the existing "Visit Hardee" page would continue to be used. Tourism and Marketing Manager Webb confirmed that a new page would be created under the same name. Chair Chancey called for a motion. **A motion was made by Board Member Dr. Sherri Albritton and seconded by Board Member Jessica Newman to accept the logo with the discussed edits.** T

Motion carried 5 to 0.
Ayes – Chancey, Scheipsmeier, Albritton, Newman, and Webb.
Nays – None
Absent – Leakey, Ahir, and Cannon

B. YTD 2025 Quarterly Budget Review:

T Tourism and Marketing Manager Lacey Webb presented the quarterly budget review. Chair Chancey questioned whether the year-to-date revenue was accurate. Manager Webb confirmed that it was. Board Member Jessica Newman inquired about the difference between the County and Partner Promotion budget lines. Assistant County Manager Doug Baber explained how funds were allocated and reported. Board Member Jon Solin asked whether there was room in the budget to implement the marketing plan presented. Assistant County Manager Baber advised that there was not, as the marketing plan would need to go out to bid before proceeding. Chair Chancey asked if there were any further questions, and none were presented.

C. TDC Promotional Event Grant Program Draft:

Tourism and Marketing Manager Lacey Webb presented a draft for the TDC Promotional Event Grant Program. Manager Webb stated her goal was for events to occur during the second half of the year. Assistant County Manager Baber recommended that the first grant cycle remain open, suggesting $2,500 per event.

Board Member Erica Scheipsmeier raised concerns about how large events could occur given Hardee County's limited accommodations and questioned how success would be measured. She also asked how events requiring upfront funding would be handled. Tourism and Marketing Manager Webb explained that the $2,500 grants would be reimbursement-based and intended to support recurring events.

Board Member Jessica Newman requested that the requirement for submissions 60 days prior to events be revised and

expressed concern that there might be more applications than funding available. She asked how applications would be scored and whether a score sheet would be used. Board Member Jon Solin asked if the $2,500 amount was per event or per day. Tourism and Marketing Manager Webb said it would be up to the board's discretion.

Board Member Scheipsmeier suggested holding a workshop to refine the program, and Assistant County Manager Baber agreed. Board Member Solin asked if the program would be limited to non-profit organizations. Manager Webb confirmed that it was intended for non-profits, although that was not specified in the draft. Board Members Solin and Scheipsmeier both expressed concern about that limitation.

Board Member Newman asked what the process would be after the TDC Board approved the application process and details. Tourism and Marketing Manager Webb explained that once finalized, the documents would go through legal review and be brought back for board approval. She expected to present the final version at the November meeting.

Board Member Scheipsmeier asked whether the grant cycle would be semiannual. Tourism and Marketing Manager Webb advised that since the program was new, the board could structure it however it preferred. She confirmed that the next TDC meeting would be on November 18, with future meetings scheduled for January 13, May 12, August 11, and November 10, noting that the May meeting would serve as the budget meeting.

Chair Chancey asked for closing remarks. Tourism and Marketing Manager Webb announced that she and Parks and Recreation Coordinator Courtney Graham would attend the Governor's Tourism Conference in Orlando the following week.

6. ADJOURNMENT

With no further business, the meeting was adjourned at 9:38 a.m.

X

E. Donald Chancey, Jr., Chair
Tourist Development Council

AGENDA ITEM NO. 5.A

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE:	November 18, 2025
SUBMITTED BY:	Courtney Graham, Parks, Recreation, & Marketing
ITEM TYPE:	Business Item
AGENDA SECTION:	**BUSINESS AGENDA**
SUBJECT:	Pioneer Festival Recap presented by Jamie Bateman
SUGGESTED ACTION:	

AGENDA ITEM NO. 5.B

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: November 18, 2025

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Agenda

AGENDA SECTION: **BUSINESS AGENDA**

SUBJECT: 2025 EOY Budget

SUGGESTED ACTION:

ATTACHMENTS:
TDC FY 24-25 EOY.pdf

FISCAL YEAR TO DATE 2024-2025 (CURRENT YEAR)

April 30, 2025

FUND 112 - TOURIST DEVELOPMENT TAX REVENUES						7/12 (58%) COMPLETE
ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	YEAR TO DATE FY 24-25
112-312-100-00	Tourist Development Tax	70,938.28	61,594.93	57,133.51	75,000.00	42,508.32
GENERAL GOVERNMENT TAXES		70,938.28	61,594.93	57,133.51	75,000.00	42,508.32
112-361-100-0	Tourist Tax Interest	506.56	6,253.21	11,448.15	5,000.00	Not Available
INTEREST		506.56	6,253.21	11,448.15	5,000.00	0.00
SUBTOTAL REVENUES		71,444.84	67,848.14	68,581.66	80,000.00	42,508.32
112-399-000-01	Cash Forward		0.00		381,486.00	394,551.41
CASH FORWARD		0.00	0.00	0.00	381,486.00	394,551.41
TOTAL REVENUES		71,444.84	67,848.14	68,581.66	461,486.00	437,059.73

EXPLAINATION OF REVENUES

312-100-00	Tourist Development Tax	Section 125.0104 FSS, Ordinance 16-04 & 16-05, Resolution 16-20, Public Referendum held on Nov. 8, 2016 to establish a Tourist Development Council and direct the collection of a 2% Tourist Development Tax from all rentals of six months or less within Hardee County to be used by the TDC and their adopted plan. Payee is registered with the state and remits monthly collections.
361-100-0	Tourist Tax Interest	Interest earned on Tourist Development accounts

FUND 112 - TOURIST DEVELOPMENT TAX - EXPENDITURES						7/12 (58%)
ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	YEAR TO DATE FY 24-25
112-559-011-00	Executive Salaries	0.00	0.00	18,064.78	30,000.00	19,296.94
112-559-012-00	Regular Salaries	0.00	0.00	0.00	0.00	0.00
112-599-014-00	Overtime			55.53		197.89
112-559-021-00	FICA	0.00	0.00	1,101.85	1,875.00	1,088.93
112-559-021-01	Medicare	0.00	0.00	257.66	435.00	254.58
112-559-022-00	Retirement	0.00	0.00	2,770.38	3,900.00	3,063.59
112-559-023-00	Life/Health Insurance	0.00	0.00	320.00	4,340.00	1,253.98
PERSONNEL SERVICES		0.00	0.00	22,570.20	40,550.00	25,155.91
112-559-031-00	Professional Services	2,766.80	4,500.00	2,441.00	4,000.00	432.00
112-559-034-01	Visitor Information Services	0.00	0.00	0.00	15,000.00	5,800.00
112-559-040-00	Travel & Per Diem	0.00	2,203.77	-65.00	2,000.00	294.00
112-559-047-00	Printing & Binding	0.00	42.62	42.63	500.00	0.00
112-559-048-00	Promotions (County)	0.00	5,163.20	4,349.23	5,000.00	1,772.99
112-559-048-01	Promotions (County Partners)	0.00	0.00	0.00	5,000.00	0.00
112-559-051-00	Office Supplies	0.00	0.00	241.37	1,950.00	0.00
112-559-052-00	Operating Supplies	0.00	56.57	3,032.29	3,500.00	42.02
112-559-054-00	Books, Dues and Subscriptions	0.00	0.00	1,501.82	1,500.00	0.00
112-559-055-00	Training				1,000.00	0.00
OPERATING		2,766.80	11,966.16	11,543.34	39,450.00	8,341.01
112-559-063-00	Infrastructure					0.00
CAPITAL						0.00
SUBTOTAL EXPENDITURES		2,766.80	11,966.16	34,113.54	80,000.00	33,496.92
112-599-000-00	Contingency				381,486.00	0.00
CONTINGENCIES		0.00	0.00	0.00	381,486.00	0.00
TOTAL EXPENSE OR BUDGET		2,766.80	11,966.16	34,113.54	461,486.00	33,496.92

BALANCED BUDGET						
FTE		0	0	0.2	0.8	0.5

EXPLANATION OF EXPENDITURES

599-011-00	Executive	Percentage of two employees
599-012-00	Regular	Part time employee
559-021-00	FICA	6.20% of gross salary
559-021-01	Medicare	1.45% of gross salary
599-022-00	Retirement	Regular retirement is calculated at 13.63% of gross salary
599-023-00	Life/Health Insurance	Includes premium, broker fee, and HSA contribution- single $12,106; child $21,345; spouse $23,112; family $28,315
559-031-00	Professional Services	Website related expenditures, Links and video's on BoCC website, engineering, architectural, appraisal, attorney, branded logo, images, icons, e-marketing strategies
599-034-01	Visitor Information Services	Gateway Signs (In partnership with other entities)
559-040-00	Travel & Per Diem	Rural County Days, Destination Marketing Summit and various related events
599-047-00	Printing & Binding	Informational materials
599-048-00	Promotions (County)	Promotional expenses in conjunction with an event to increase the awareness of Hardee County.
559-048-01	Promotions (County Partners)	Promotional expenses in conjunction with an event to increase the awareness of Hardee County.
599-051-00	Office Supplies	General office supplies
599-052-00	Operating Supplies	Fuel, Supplies for computer
599-054-00	Books, Dues and Subscriptions	Visit Florida, other memberships
599-055-00	Training	Training registration fees

AGENDA ITEM NO. 5.C

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: November 18, 2025

SUBMITTED BY: Courtney Graham, Parks, Recreation, & Marketing

ITEM TYPE: Business Agenda

AGENDA SECTION: **BUSINESS AGENDA**

SUBJECT: 2026 Budget Review

SUGGESTED ACTION:

ATTACHMENTS:
DOC111425-11142025152639.pdf

PROPOSED FISCAL YEAR 2025-2026

Oct-25

FUND 112 - TOURIST DEVELOPMENT TAX REVENUES						1/12 (9%) COMPLETE
ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	YEAR TO DATE FY 25-26
112-312-100-00	Tourist Development Tax	70,938.28	61,594.93	57,133.51	75,000.00	8,190.76
GENERAL GOVERNMENT TAXES		70,938.28	61,594.93	57,133.51	75,000.00	8,190.76
112-361-100-0	Tourist Tax Interest	506.56	6,253.21	11,448.15	5,000.00	Not Available
INTEREST		506.56	6,253.21	11,448.15	5,000.00	0.00
SUBTOTAL REVENUES		71,444.84	67,848.14	68,581.66	80,000.00	8,190.76
112-399-000-01	Cash Forward		0.00		381,486.00	999.09
CASH FORWARD		0.00	0.00	0.00	381,486.00	999.09
TOTAL REVENUES		71,444.84	67,848.14	68,581.66	461,486.00	9,189.85

EXPLAINATION OF REVENUES

312-100-00	Tourist Development Tax	Section 125.0104 FSS, Ordinance 16-04 & 16-05, Resolution 16-20, Public Referendum held on Nov. 8, 2016 to establish a Tourist Development Council and direct the collection of a 2% Tourist Development Tax from all rentals of six months or less within Hardee County to be used by the TDC and their adopted plan. Payee is registered with the state and remits monthly collections.
361-100-0	Tourist Tax Interest	Interest earned on Tourist Development accounts

FUND 112 - TOURIST DEVELOPMENT TAX - EXPENDITURES						1/12 (9%)
ACCOUNT#	CLASSIFICATION	ACTUAL FY 21-22	ACTUAL FY 22-23	ACTUAL FY 23-24	BUDGET FY 24-25	YEAR TO DATE FY 25-26
112-559-011-00	Executive Salaries	0.00	0.00	18,064.78	30,000.00	206.15
112-559-012-00	Regular Salaries	0.00	0.00	0.00	0.00	0.00
112-599-014-00	Overtime			55.53		197.89
112-559-021-00	FICA	0.00	0.00	1,101.85	1,875.00	25.05
112-559-021-01	Medicare	0.00	0.00	257.66	435.00	5.85
112-559-022-00	Retirement	0.00	0.00	2,770.38	3,900.00	139.49
112-559-023-00	Life/Health Insurance	0.00	0.00	320.00	4,340.00	0.00
PERSONNEL SERVICES		0.00	0.00	22,570.20	40,550.00	574.43
112-559-031-00	Professional Services	2,766.80	4,500.00	2,441.00	4,000.00	0.00
112-559-034-01	Visitor Information Services	0.00	0.00	0.00	15,000.00	0.00
112-559-040-00	Travel & Per Diem	0.00	2,203.77	-65.00	2,000.00	0.00
112-559-047-00	Printing & Binding	0.00	42.62	42.63	500.00	0.00
112-559-048-00	Promotions (County)	0.00	5,163.20	4,349.23	5,000.00	0.00
112-559-048-01	Promotions (County Partners)	0.00	0.00	0.00	5,000.00	0.00
112-559-051-00	Office Supplies	0.00	0.00	241.37	1,950.00	0.00
112-559-052-00	Operating Supplies	0.00	56.57	3,032.29	3,500.00	0.00
112-559-054-00	Books, Dues and Subscriptions	0.00	0.00	1,501.82	1,500.00	0.00
112-559-055-00	Training				1,000.00	0.00
OPERATING		2,766.80	11,966.16	11,543.34	39,450.00	0.00
112-559-063-00	Infrastructure					0.00
CAPITAL						0.00
SUBTOTAL EXPENDITURES		2,766.80	11,966.16	34,113.54	80,000.00	574.43
112-599-000-00	Contingency				381,486.00	0.00
CONTINGENCIES		0.00	0.00	0.00	381,486.00	0.00

TOTAL EXPENSE OR BUDGET		2,766.80	11,966.16	34,113.54	461,486.00	574.43
BALANCED BUDGET						
FTE		0	0	0.2	0.8	0.5

EXPLANATION OF EXPENDITURES

599-011-00	Executive	Percentage of marketing director
599-012-00	Regular	N/A
559-021-00	FICA	6.20% of gross salary
559-021-01	Medicare	1.45% of gross salary
599-022-00	Retirement	Regular retirement is calculated at 14.51% of gross salary
599-023-00	Life/Health Insurance	Includes premium, broker fee, and HSA contribution- single $12,590; child $21,345; spouse $23,112; family $28,315
559-031-00	Professional Services	Website related expenditures, Links and video's on BoCC website, branded logo, images,
599-034-01	Visitor Information Services	Provide Vistor Information, Visit Harde County Maps, Kiosk Program
559-040-00	Travel & Per Diem	Rural County Days, Destination Marketing Summit and various related events
599-047-00	Printing & Binding	Informational materials
599-048-00	Promotions (County)	Promotional expenses in conjunction with an event to increase the awareness of Hardee County,
559-048-01	Promotions (County Partners)	Promotional expenses in conjunction with an event to increase the awareness of Hardee County,
599-051-00	Office Supplies	General office supplies
599-052-00	Operating Supplies	Fuel, Supplies for computer
599-054-00	Books, Dues and Subscriptions	Visit Florida, other memberships
599-055-00	Training	Training registration fees
599-063-00	Infrastructure	Gateway Signs (In partnership with other entities)

AGENDA ITEM NO. 5.D

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE:	November 18, 2025
SUBMITTED BY:	Courtney Graham, Parks, Recreation, & Marketing
ITEM TYPE:	Business Agenda
AGENDA SECTION:	**BUSINESS AGENDA**
SUBJECT:	Gateway Sign Project update
SUGGESTED ACTION:	