Hardee County
FLORIDA

AGENDA

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

February 4, 2025, at 8:30 AM

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

BOARD MEMBERS

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

County Manager Terry Atchley
County Attorney Sarah Johnston
Assistant County Manager Doug Baber
Administrative Services Manager Holly Smith
Marketing & Tourism Manager Lacey Webb
Executive Assistant Brandy Crawford

1. **CALL TO ORDER**

2. **APPROVAL OF THE AGENDA**

3. **APPROVAL OF MINUTES**

   A. Approve the minutes of the TDC regular meeting of May 14,2024

   B. Motion to approve the minutes of the TDC from October 22,2024

4. **BUSINESS AGENDA**

   A. **Doug Baber, Assistant County Manager -** Gateway Sign Discussion

      - Motion to move forward with securing additional funding for four (4) gateway signs.

   B. **Lacey Webb, Marketing & Tourism Manager -** Community Events Discussion

   C. **Lacey Webb, Marketing & Tourism Manager -** Recent County Events

5. **ADJOURNMENT**

AGENDA ITEM NO. 3.A

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: February 4, 2025

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

ITEM TYPE: Minutes for Approval

AGENDA SECTION: **APPROVAL OF MINUTES**

SUBJECT: Approve the minutes of the TDC regular meeting of May 14,2024

SUGGESTED ACTION:

ATTACHMENTS:
Meeting Minutes 5.14.24.docx

MINUTES

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

May 14, 2024, at 8:30 AM

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

1. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Renee Wyatt	Chairwoman (Commissioner)	Present	
Erica Scheipsmeier	Vice-Chairwoman (Heartland Events)	Present	
Rod Cannon	Town of Zolfo Springs	Present	
Sherri Albritton	City of Wauchula	Present	
Jessica Newman	City of Wauchula CRA	Present	
Krupa Ahir	Motel Industry	Absent	
Lacey Webb	Hardee County Chamber of Commerce	Present	
Daniel Leakey	5th Day Outdoors, LLC – Owner	Present	
Pamela Durrance	Ad-Hoc Non-Voting Member – City of Bowling Green	Absent	
Jon Solin	Ad-Hoc Non-Voting Member - Peace River Oaks	Present	
Terry Atchley	County Manager	Absent	
Sarah Johnston	County Attorney	Present	
Doug Baber	Assistant County Manager	Present	
Stacy Smith	Community Engagement & Marketing Manager	Present	
Brandy Crawford	Executive Assistant	Present	

Chairwoman Wyatt called the meeting to order at 8:30 a.m.

2. APPROVAL OF THE AGENDA

Chairwoman Wyatt began with Item Number 2, Approval of the Agenda.

So, moved Board Member Cannon and second by Board Member Albritton.

Motion carried 7 to 0.
Ayes – Wyatt, Scheipsmeier, Cannon, Albritton, Newman, Webb, and Leakey
Absent - Ahir

3. APPROVAL OF MINUTES

A. TDC Regular Meeting Minutes of May 9, 2023, at 10:00 a.m.
TDC Regular Meeting Minutes of April 30, 2024, at 8:30 a.m.

Chairwoman Wyatt called for a motion to approve the May 9, 2023, and April 30, 2024, TDC Meetings as presented.

So, moved by Board Member Cannon and second by Board Member Albritton.

Motion carried 7 to 0.
Ayes – Wyatt, Scheipsmeier, Cannon, Albritton, Newman, Webb, and Leakey
Absent - Ahir

4. BUSINESS AGENDA

A. 2025 TDC (Tourist Development Council) Budget Overview:

Assistant County Manager Baber provided an overview of the 2025 budget. He is optimistic that revenues will increase in 2025 due to the rebranding of the website and increased marketing efforts. He increased revenue in the 2025 proposed budget by $15,000 for a total of $80,000. Mr. Baber stated in 2025 expenses forecasted include: hiring a part time person, executive salaries, website upgrades, gateway entry signs in conjunction with The Development Group, and promotional materials to promote Hardee County as a tourist destination. Board Member Albritton thanked Assistant County Manager Baber for the positive plan to move Hardee County TDC forward in 2025.

Community Engagement & Marketing Manager Smith advised we are in the beginning stages of the gateway entry signs. Quotes from potential vendors will be solicited soon. Board Member Cannon advised design and permitting for the City of Wauchula gateway entry signs several years ago was budgeted for $9,000 and two actual signs for approximately $50,000. Chair Wyatt suggested we obtain several samples and bring them back to the TDC Board for feedback.

Board Member Scheipsmeier questioned if the TDC Board would be having a workshop in 2025. Assistant County Manager Baber advised he believes community feedback and buy-in is important to the growth of Hardee County. Mr. Baber assured Board Member Scheipsmeier that he will keep the TDC Board informed and provide them with an opportunity to provide feedback on the gateway entry signs. If a workshop is needed, Mr. Baber is not opposed.

Board Member Newman questioned what Florida Statue overseeing the operations of the TDC Board. County Attorney Johnston advised the Tourist Development Council is subject to Florida Statue 125.0104. County Attorney Johnston encouraged all TDC Board Members to reach out if they have any questions about the operations of the TDC Board.

Motion by Board Member Cannon and second by Board Member Leakey to approve the 2025 TDC Budget as presented.

Motion carried 7 to 0.
Ayes – Wyatt, Scheipsmeier, Cannon, Albritton, Newman, Webb, and Leakey
Absent - Ahir

Chairwoman Wyatt announced the next TDC meeting was tentatively scheduled for August 20, 2024, at 8:30 a.m.

5. ADJOURNMENT

With no further business, the meeting was adjourned at 8:53 a.m.

X

D. Renee Wyatt, Chairwoman
Tourist Development Council

AGENDA ITEM NO. 3.B

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE: February 4, 2025

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

ITEM TYPE: Minutes for Approval

AGENDA SECTION: **APPROVAL OF MINUTES**

SUBJECT: Motion to approve the minutes of the TDC from October 22,2024

SUGGESTED ACTION:

ATTACHMENTS:
10.22.24 TDC Meeting Minutes.docx

Hardee County
FLORIDA

MINUTES

Tourist Development Council

TOURIST DEVELOPMENT COUNCIL REGULAR MEETING

October 22, 2024, at 8:30 AM

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

1. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Renee Wyatt	Chairwoman (Commissioner)	Present	
Erica Scheipsmeier	Vice-Chairwoman (Heartland Events)	Absent	
Rod Cannon	Town of Zolfo Springs	Absent	
Sherri Albritton	City of Wauchula	Present	
Jessica Newman	City of Wauchula CRA	Present	
Puja Ahir	Motel Industry	Absent	
Daniel Leakey	5th Day Outdoors, LLC – Owner	Absent	
Pamela Durrance	Ad-Hoc Non-Voting Member – City of Bowling Green	Absent	
Jon Solin	Ad-Hoc Non-Voting Member - Peace River Oaks	Absent	
Terry Atchley	County Manager	Present	
Sarah Johnston	County Attorney	Absent	
Doug Baber	Assistant County Manager	Present	
Brandy Crawford	Executive Assistant	Present	

Chairwoman Wyatt called the meeting to order at 8:33 a.m. A quorum was not present so no board action will be taken.

2. APPROVAL OF THE AGENDA

No Board action was taken.

3. APPROVAL OF MINUTES

A. TDC Regular Meeting Minutes of May 14, 2024.

No Board action was taken.

4. BUSINESS AGENDA

A. Fiscal Year 2025 Budget Review:

Assistant County Manager Baber provided a review of the Fiscal Year 2025 TDC budget that was approved during the May 14, 2024, meeting.

B. Tourist Development Council Board Member Resignation – Lacey Webb:

Assistant County Manager Baber advised Lacey Webb resigned as a TDC Board Member.

C. Introduction of New Marketing & Tourism Manager – Lacey Webb:

Assistant County Manager Baber advised Lacey Webb has accepted the position of Marketing and Tourism Manager with the Hardee County Board of County Commissioners.

Chairwomen Wyatt questioned if any members present had questions for Assistant County Manager Baber. Ms. Newman questioned where additional funding for gateway signage would be obtained. County Manager Atchley advised once quotes are received, he would reach out to the IDA for additional funding. He also suggested members reach out to other organizations (Cities, Wauchula Main Street, etc.) for donations.

Ms. Newman stated she has a contact at Fort Walton TDC that is very knowledgeable and could provide ideas and best practices to make Hardee County's TDC successful.

Ms. Albritton suggested future events for the TDC to host could be a “Peace River Race” allowing contestants to race down the river from Wauchula to Zolfo Springs. Chairwoman Wyatt stated Mr. Daniel Leakey with 5th Day Outdoors would be a good contact to coordinate this type of event.

Ms. Newman stressed the importance of preserving and promoting historical buildings within the County. Assistant County Manager Baber advised Pioneer Park has several capital improvement projects for remodeling of historic buildings over the next several years.

Chairwomen Wyatt suggested hosting a mini Pioneer Day Festival at Pioneer Park.

Chairwomen Wyatt stated our current tourist development tax rate is two percent (2%). Other counties have rates as high as six percent (6%). Chairwomen Wyatt questioned the process of getting our rate increased. Assistant County Manager Baber advised he has spoken with County Attorney Johnston about this issue. Tourist development tax rates can only be increased by referendum. Assistant County Manager Baber advised staff will be working with County Attorney Johnston to prepare information to present to voters for a one percent (1%) increase.

Assistant County Manager Baber advised the Animal Refuge at Pioneer Park will conduct a grand re-opening ribbon cutting ceremony on November 8, 2024, at 9:00 a.m. Chairwomen Wyatt suggested invites to the event be sent to members of the TDC and Parks and Recreations boards.

5. ADJOURNMENT

The meeting was adjourned at 8:50 a.m.

AGENDA ITEM NO. 4.A

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE:	February 4, 2025
SUBMITTED BY:	Brandy Crawford, Parks, Recreation, & Marketing
ITEM TYPE:	Business Agenda - Action Items
AGENDA SECTION:	**BUSINESS AGENDA**
SUBJECT:	**Doug Baber, Assistant County Manager -** Gateway Sign Discussion
SUGGESTED ACTION:	- Motion to move forward with securing additional funding for four (4) gateway signs.

ATTACHMENTS:
2025.01.14 Hardee County Signage.pdf

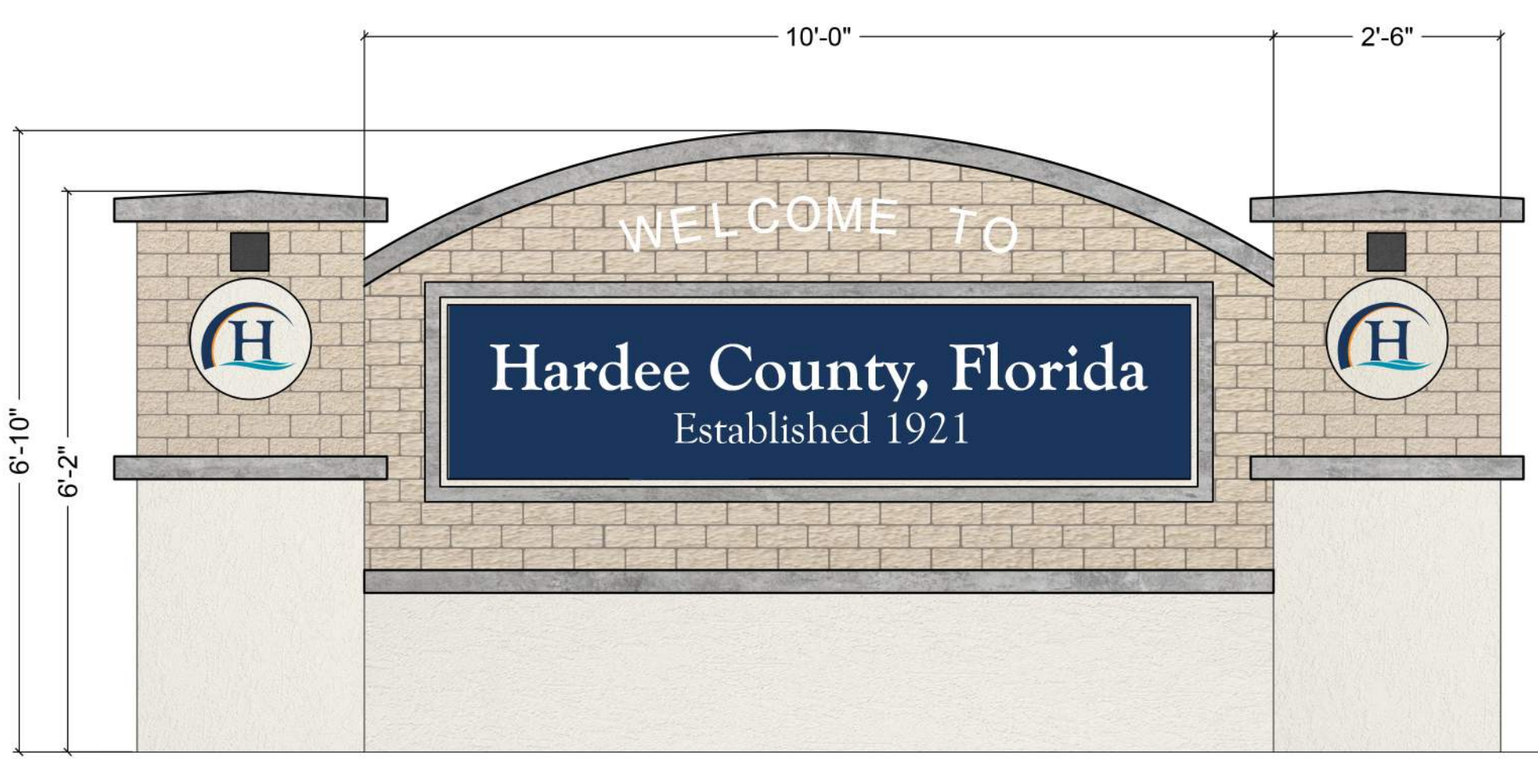
Material Inspiration
Hardee County Courthouse



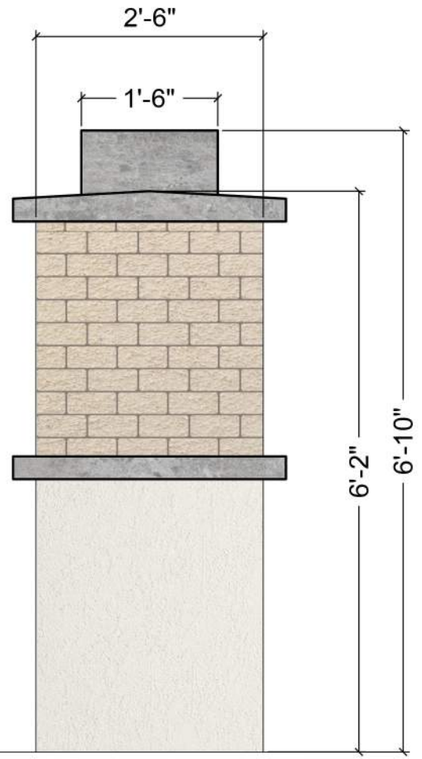
Lighting Examples: Alternative to Sconce, light entire sign with flood light.



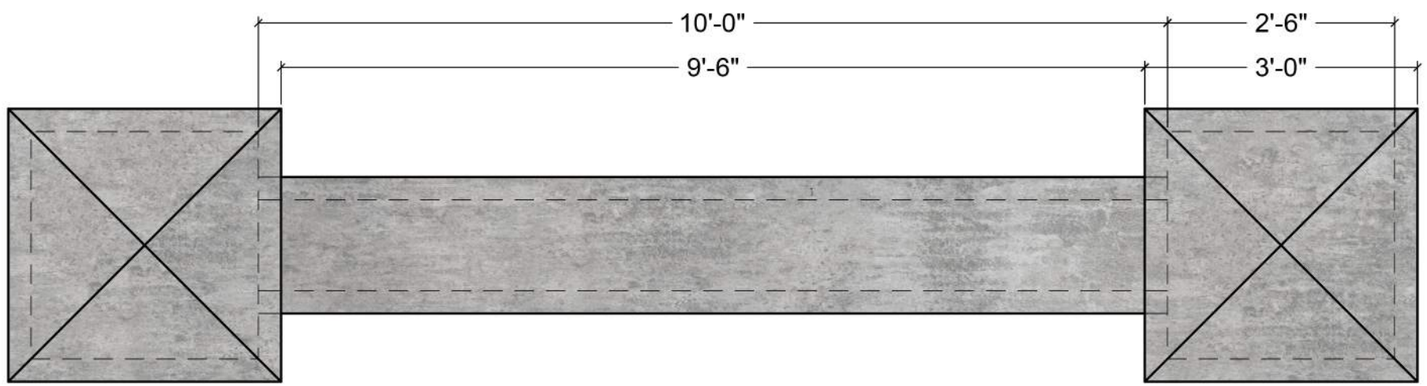




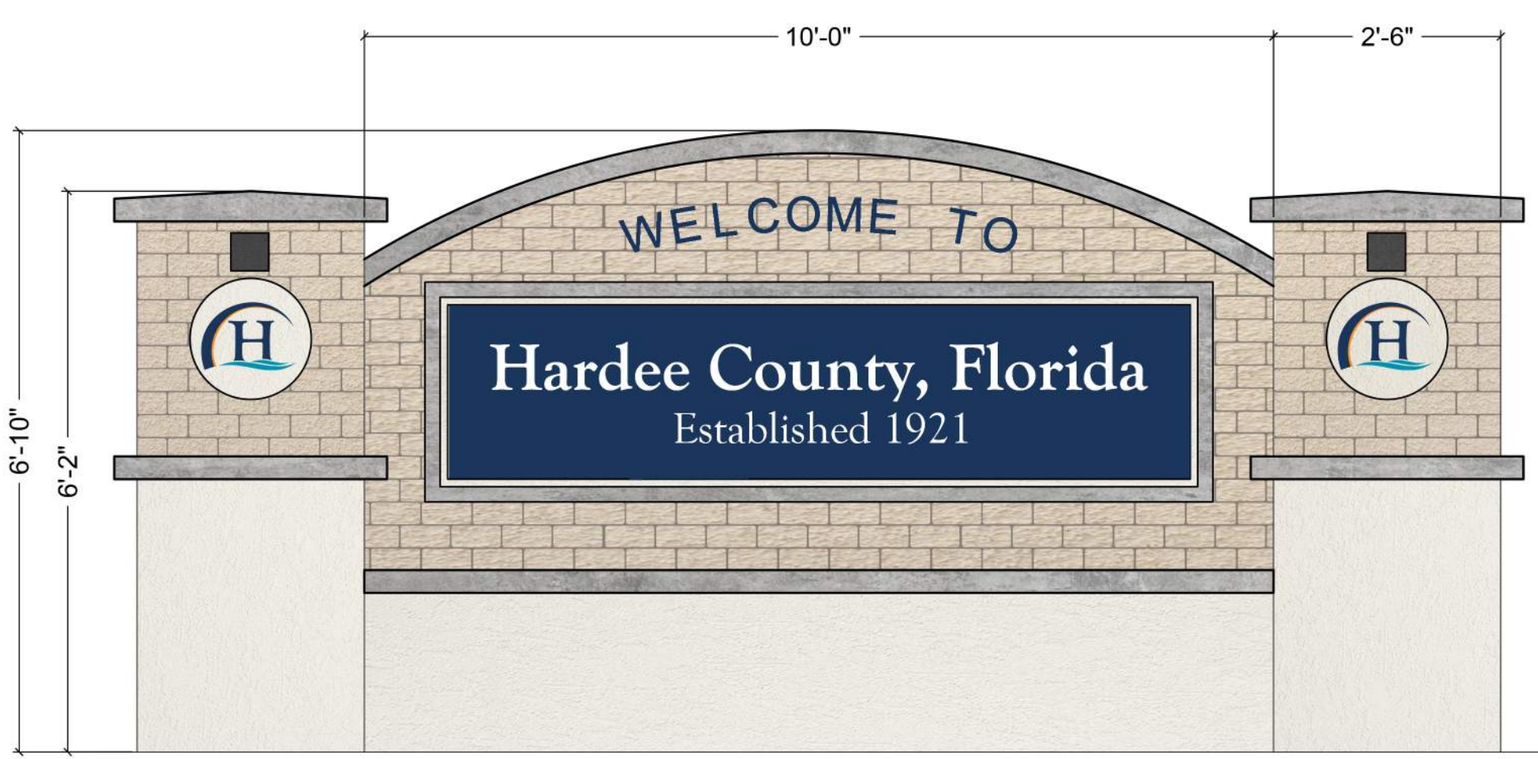
FRONT ELEVATION



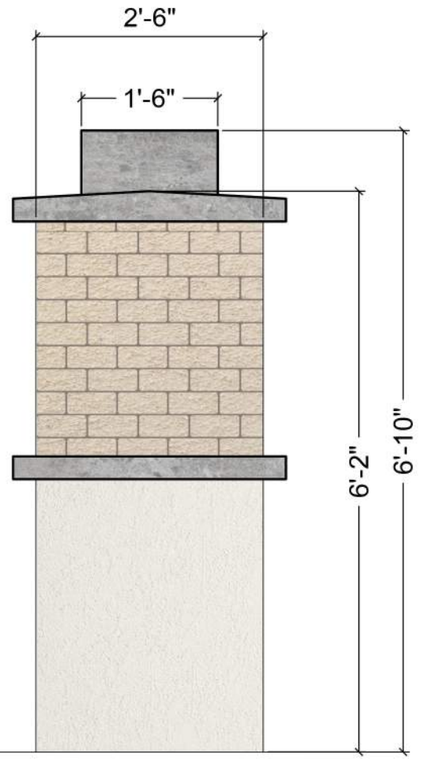
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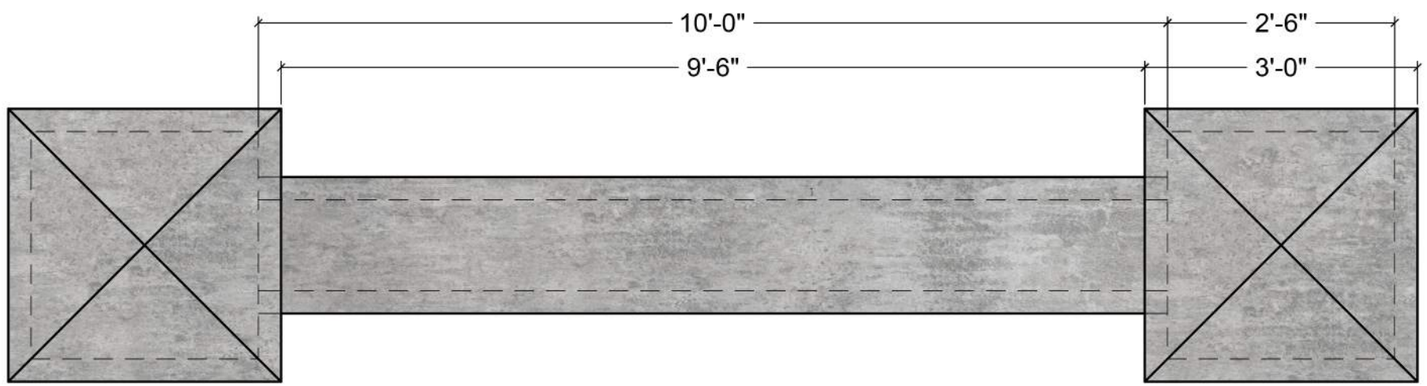
TOP



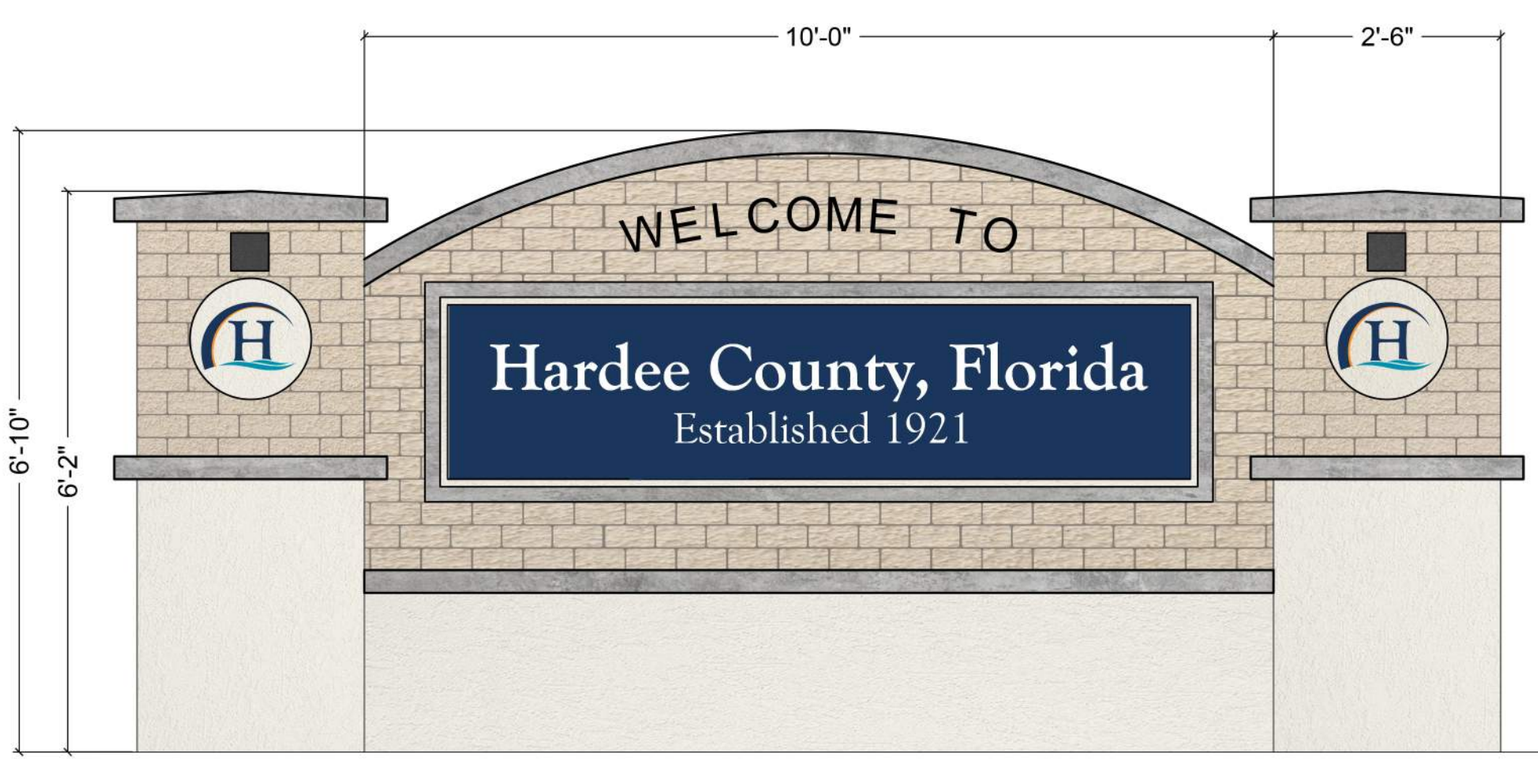
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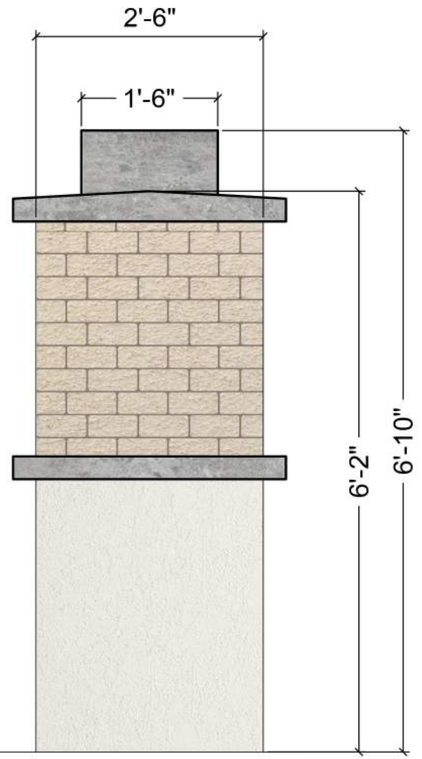
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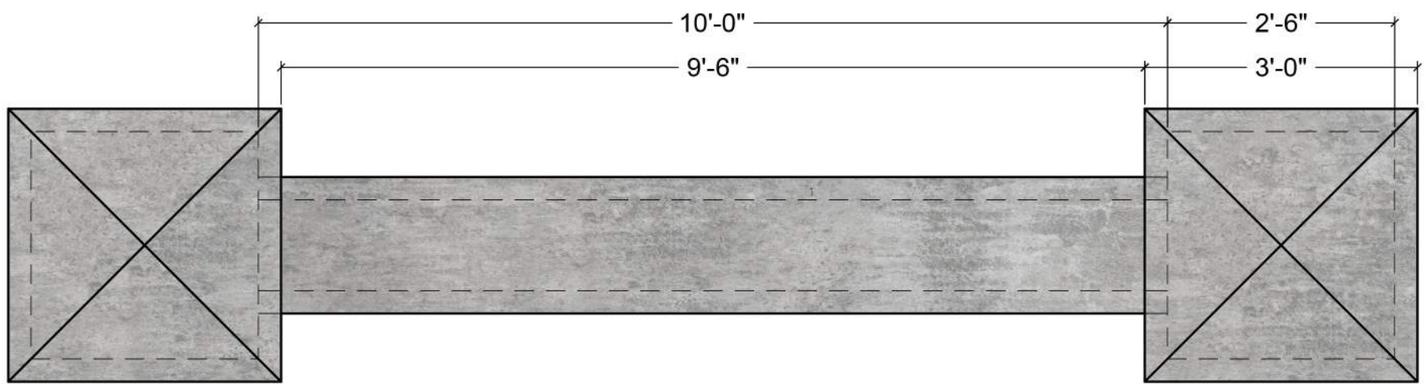
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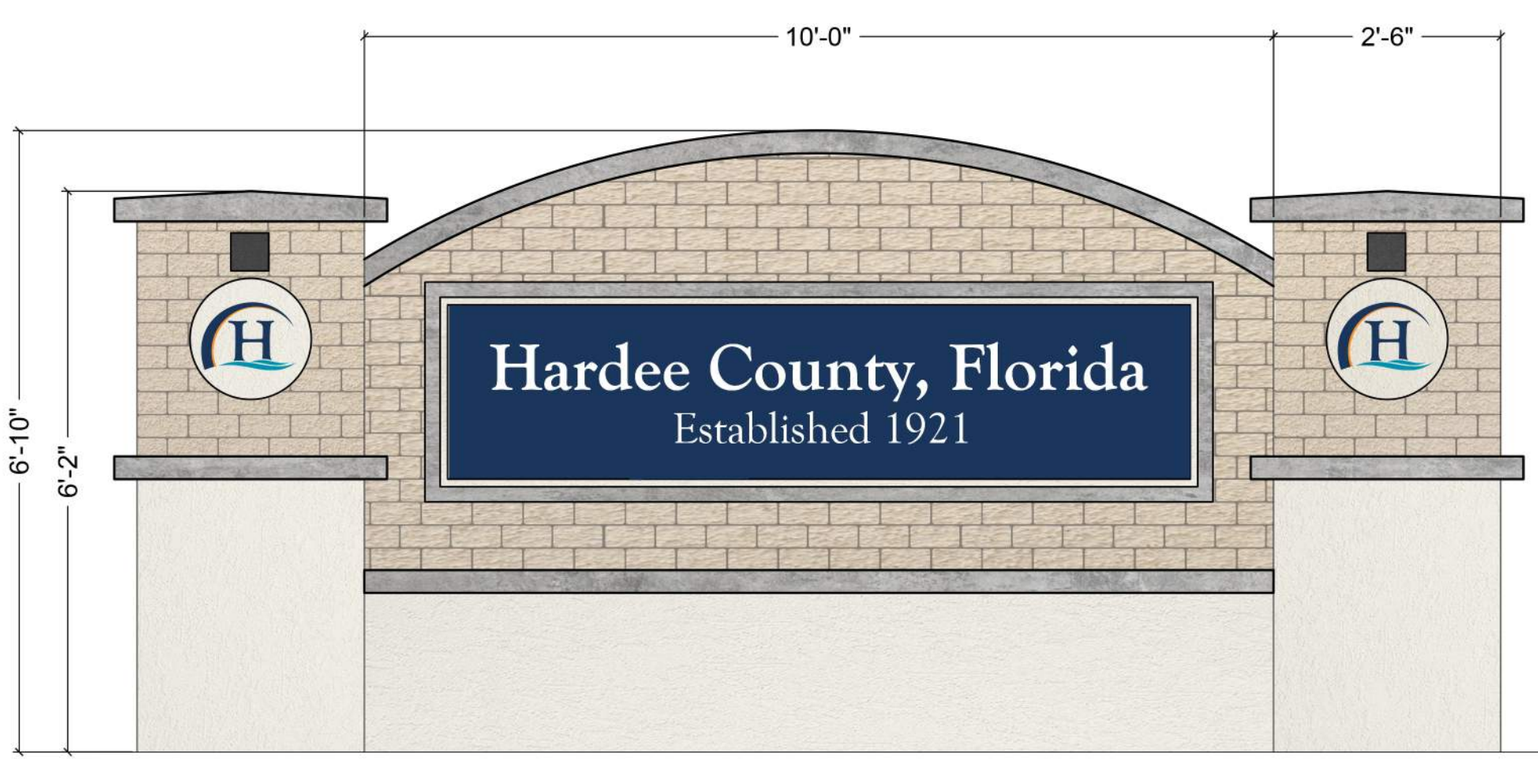
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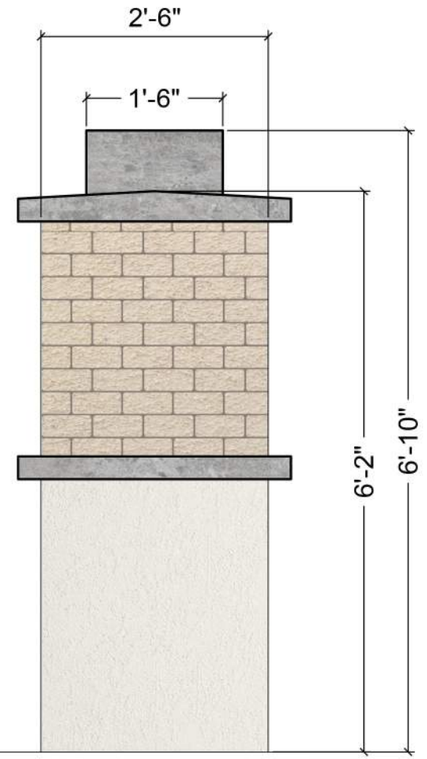
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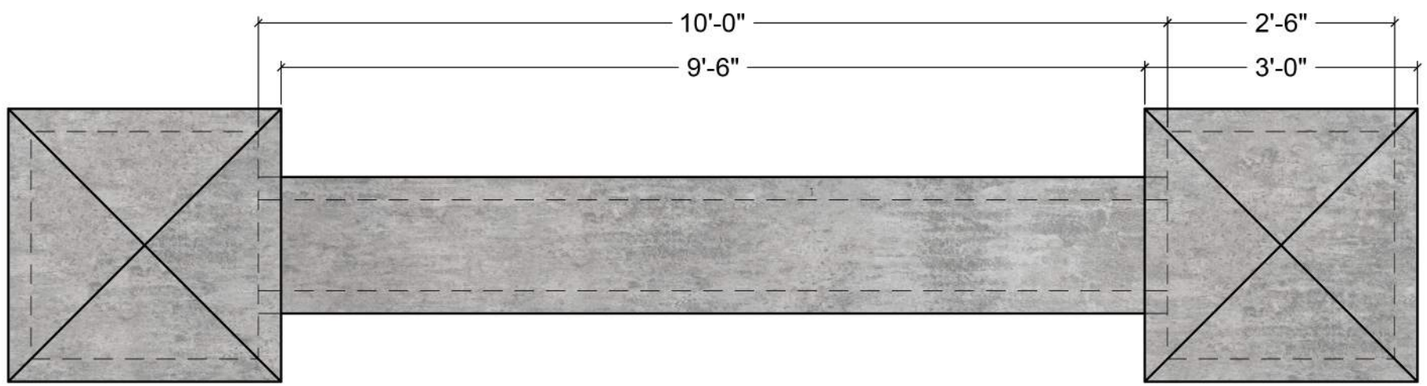
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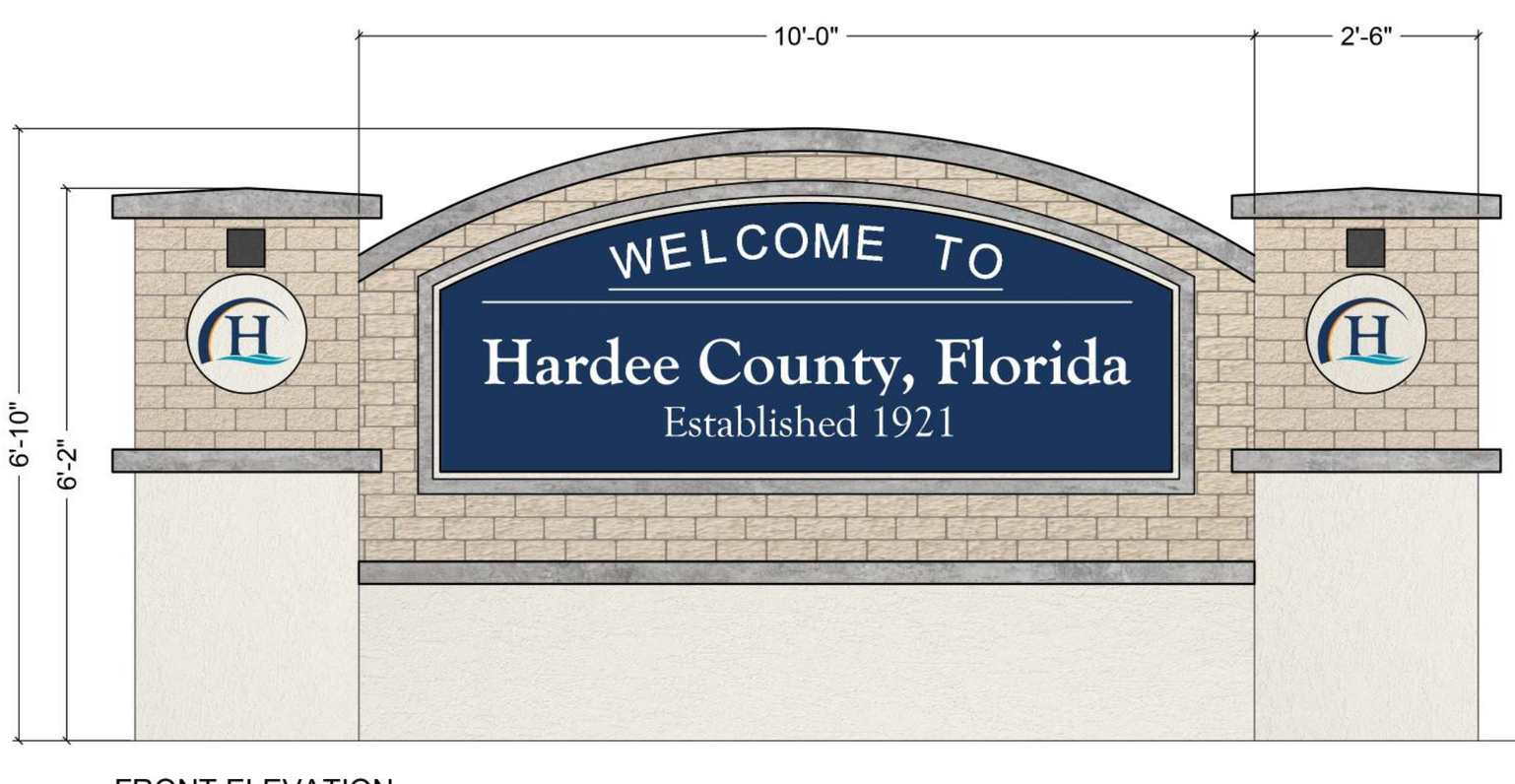
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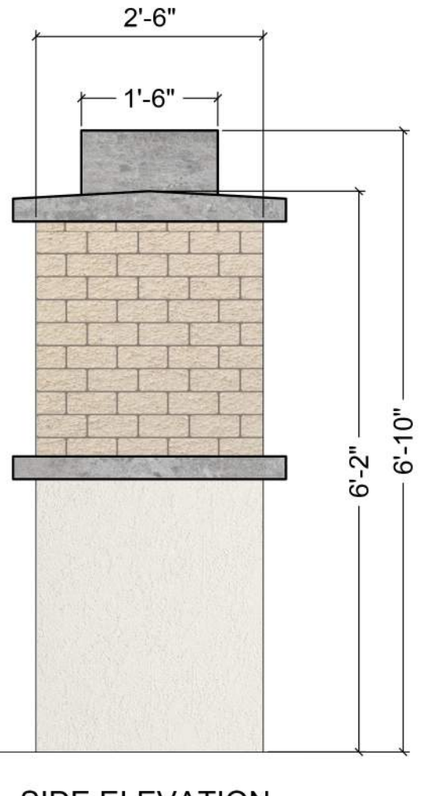
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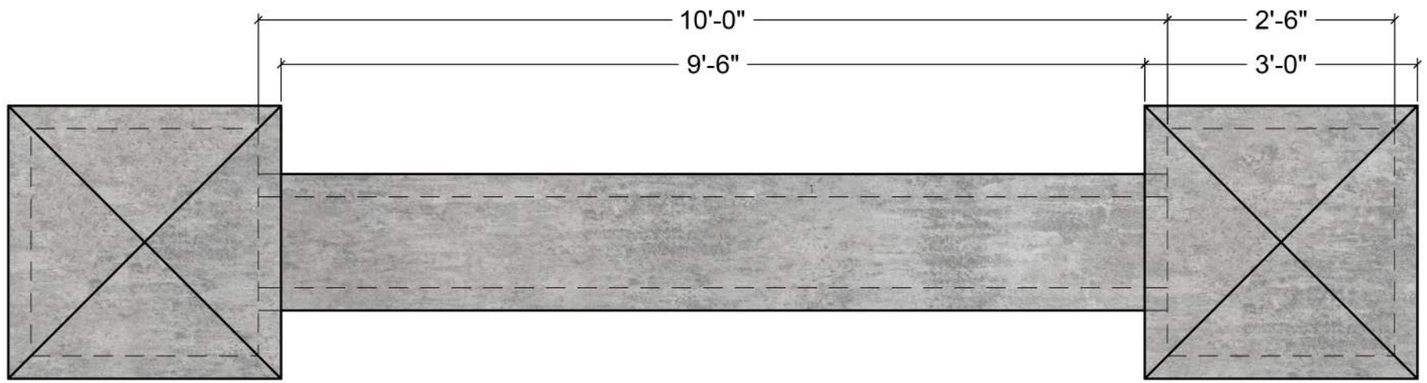
TOP



FRONT ELEVATION



SIDE ELEVATION



TOP

AGENDA ITEM NO. 4.B

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE:	February 4, 2025
SUBMITTED BY:	Brandy Crawford, Parks, Recreation, & Marketing
ITEM TYPE:	Business Agenda - Action Items
AGENDA SECTION:	**BUSINESS AGENDA**
SUBJECT:	**Lacey Webb, Marketing & Tourism Manager -** Community Events Discussion
SUGGESTED ACTION:	

AGENDA ITEM NO. 4.C

Item Cover Page

TOURIST DEVELOPMENT COUNCIL AGENDA ITEM REPORT

DATE:	February 4, 2025
SUBMITTED BY:	Brandy Crawford, Parks, Recreation, & Marketing
ITEM TYPE:	Business Agenda - Action Items
AGENDA SECTION:	**BUSINESS AGENDA**
SUBJECT:	**Lacey Webb, Marketing & Tourism Manager -** Recent County Events

SUGGESTED ACTION:

ATTACHMENTS:

Courthouse lights 1.jpg
courthouse lights 2.jpg
courthouse lights coffee.jpg
Courthouse lights cookie.jpg
Courthouse lights flyer.jpg
Courtney and Lacey Welcome booth Drive in.jpg
Drive in Fire pit.jpg
Drive in set up 2.jpg
Drive in set up.jpg
BOCC 12.12.24-FAC Award & Community Recap 1.pptx








Team
Hardee


TEAM
HARDEE
Lighting the Way
Join us to celebrate!
Monday 12/02
6:00 p.m.
401 W. Main Street
Wauchula, FL 33873
Hardee County
FLORIDA


WWW.HARDEECOUNTYFL.GOV
Hardee County
FLORIDA




Hardee County
BOCC
presents
Hardee County
Parks & Recreation
Mosaic





Hardee County
FLORIDA

Florida Association of Counties

"Stormy Skies" 2024-2025 Calendar

July 2025 Winner: Hardee County

Photo Credit: Justin Battles



- The Florida Association of Counties (FAC) unveiled the county photos featured in their 2024 – 2025 annual calendar: Stormy Skies. Hardee County is featured in the July 2025 section and was taken by Justin Battles.
-
- "We are proud to present 'Stormy Skies' as the theme for this year's calendar. Florida's weather is as diverse as the communities we serve, and these images were chosen to celebrate the resilience of the place we call home," shares FAC President Terry Burroughs. "Each photograph highlights not only the natural beauty of Florida but also the talent and perspective of those who capture it."
-
- Every year FAC hosts a photo contest open to all of Florida's 67 counties to be one of the sixteen featured in their annual calendar. Over 560 photos were submitted from 55 Florida counties. The chosen counties were recognized during a breakfast at FAC's Legislative Conference in Hillsborough County, Florida on December 6th, 2024.

Team Hardee
Community Event Update

Hardee County
FLORIDA


TEAM
HARDEE
Lighting the Way
Join us to celebrate!
Monday 12/02
6:00 p.m.
401 W. Main Street
Wauchula, FL 33873
Hardee County
FLORIDA


Hardee County BOCC
presents
Hardee County Parks & Recreation
Under The MOVIES STARS
DRIVE IN
December 14th, 2024
Series Sponsor:
Mosaic
at Pioneer Park
Movie starts at 6:00 p.m.
Free Admission
Food Trucks
Charlie Creek Coffee Trailer
Popcorn sponsored by
MIDFLORIDA
Florida's community credit union
THE POLAR EXPRESS
A donation to the Wildlife Refuge or an unwrapped toy can be made upon entry to the movie



THE FLORIDA FISHING TRAIL
WELCOMES YOU TO

HARDEE LAKES PARK

Hardee County FLORIDA

Mosaic

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

GO OUTDOORS Florida



FWC Commission Presentation 12.11.24

