



**Highlands County Tourist Development Council  
Highlands County Government Center Boardroom  
Special Meeting  
December 16, 2024 @ 9:00 a.m.**

**Draft Regular Meeting**

**1. The meeting was called to order at 9:00 a.m. by Commissioner Campbell.**

**Roll Call**

Council Members Present:

Commissioner Campbell (Chair)  
Josh Stewart  
Debra Worley

Elizabeth Compton  
Maritza Cristansen  
Lydia Capote

Absent:

Andy Kesling  
Cindy Garren

Christine Hatfield

Also, Present:

Casey Hartt, Lead Marketing Consultant  
Reagan Fultz, Tourism Marketing & Project Manager  
Leah Sauls, Development Services Director  
Charlette Rodriguez, Town of Lake Placid

Ms. Fultz established that a quorum was present. Commissioner Campbell established that the meeting was properly noticed.

**2. Acceptance of TDC Meeting Minutes of October 31, 2024.**

Commissioner Campbell inquired if there were any comments or changes to the minutes of October 31, 2024, to which there were none.

**3. TDT Collection Reports**

Ms. Fultz presented the revenue reports that showed a balance total of \$1,694,476.46 October – June for FY 23/24.

Council members received detailed printouts of financial and office reports. Council members had no questions on the financial or office reports.

## **4. Items for Voting**

### A. Sports Complex Expansion and Appraisal

Ms. Hartt presented the property appraisal findings and next steps for land acquisition to the TDC. Copies of the full appraisal were provided to TDC members in their agenda packets. Recording of the full presentation and discussion can be found at the URL [youtu.be/E3-EIKC4b3c](https://youtu.be/E3-EIKC4b3c) starting at the 4:15 minute mark.

Mr. Stewart made a motion, seconded by Ms. Worley, to instruct the TDC staff to work with the County Attorney and County Administrator to negotiate the purchase of the property.

All Council members voted aye. The motion carried.

Ms. Hartt inquired if members would prefer staff bring the negotiated price and terms back to the TDC at their January meeting before taking it to the BOCC, to which Mr. Stewart confirmed he would prefer it go straight to the BOCC. There was no opposition made from other members on that stance.

### B. FCT Grant

Ms. Hartt If TDC would like to pursue the Florida Communities Trust (FCT) grant, the TDC would have to authorize an amount to put towards the grant as matching funds. She clarified the TDC suggested a \$500,000 match to the grant as an “up-to” amount to provide a cushion, as if they did not authorize enough now, staff would have to return to the TDC to increase the amount authorized. She shared details of the grant which can be found at the URL [youtu.be/E3-EIKC4b3c](https://youtu.be/E3-EIKC4b3c) starting at the 7:31 minute mark.

Mr. Stewart made a motion, seconded by Ms. Christiansen, to instruct TDC staff to pursue the Florida Community Trust grant authorizing up to \$500,000 in matching grant funds provided by TDC.

All Council members voted aye. The motion carried.

## **6. Old Business/Discussion**

### A. TDC Grant Committee

The TDC held discussion on any outstanding questions they had or changes they may like to see to their existing Event Grant program. Staff explained there would be another meeting on this topic with the county’s Legal team as well, as the Legal team is looking to refresh the applications and processes for all 5 of the event grant categories. The full discussion can be found at the URL [youtu.be/E3-EIKC4b3c](https://youtu.be/E3-EIKC4b3c) starting at the 13:40 minute mark.

## 7. Public Input

Ms. Rodriguez, Town Administrator for the Town of Lake Placid, posed questions and concerns from Lake Placid officials to the TDC. Ms. Worley also spoke on these topics as a Town of Lake Placid council-member. The TDC staff and members provided answers. The full discussion can be found at the URL [youtu.be/E3-EIKC4b3c](https://youtu.be/E3-EIKC4b3c) starting at the 34:35 minute mark.

## 8. Board Member Roundtable

Time was made for board member round table.

## 9. Upcoming Meetings & TDC-Sponsored Events

- **Nov. 4-7:** ING Fall Forum at Inn on the Lakes
- **Nov. 5:** Citrus Golf Trail Open Pro-Am at Sun 'N Lake
- **Nov. 6-8:** Citrus Golf Trail Open at Sun 'N Lake
- **Nov. 9-10:** United States Fastpitch Association (USFA) Youth Softball Tournament at Sports Complex
- **Dec. 7-8:** Spartan Trifecta Weekend at Skipper Ranch
- **Dec. 14-15:** UFFL State Tournament (Pending TDC date change approval)
- **Dec. 27-30:** Citrus Golf Trail Ladies Invitational at Sun 'N Lake
- **Jan. 30:** TDC Quarterly Meeting

## 10. Adjournment

Commissioner Campbell adjourned the meeting at 9:51 a.m.

For all backup documents, please contact Highlands County Public Information Office  
863-402-6500.