

GRADY COUNTY BOARD OF COMMISSIONERS/TIRED CREEK LAKE AUTHORITY

MEETING MINUTES

January 23, 2020 Regular Meeting

The Grady County Board of Commissioners and Tire Creek Lake Authority met on January 23, 2020 at 9:00 am for a called meeting to start discussion on a Marketing Plan Outline/Ideas for Tired Creek Lake. Present from the Grady County Board of Commissioners were Vice-Chair Phillip Drew, June Knight, and Ray Prince, County Administrator Buddy Johnson, County Clerk John White, and Financial Director Holly Murkerson. Present for the Lake Authority were Eric Cohen, Bob Ponder, Chip Well, Stephen Francis, and Ray Prince. Mr. Will Butler, Lake Consultant, and Ms. Margret Tyson were present.

Mr. Drew called the meeting to order.

Mr. Drew asked Mr. Wells to give the invocation and pledge to the flag.

Mr. Drew turned the meeting over to Mr. Johnson and Mr. Butler.

Mr. Johnson reviewed what has taken place with the lake and some ideas on how to start development at the lake. Mr. Johnson stated that one way to increase exposure of the lake is for the county to develop an RV park. Mr. Johnson stated that they are looking to form a committee to assist with Marketing of the lake and all of Grady County through the partnership with Leon County.

Mr. Johnson then turned the meeting over to Mr. Butler to review a Marketing Plan Outline/Ideas to jump start our work with Leon County.

Mr. Butler reviewed the Red Hills Campaign that Leon County will launch in 2020. Mr. Butler suggested that an Awareness and Marketing plan be developed to provide a clear and consistent message for Grady County and what we have to offer.

Mr. Butler stated that tourism is the first date in economic and subsequent lake development.

Mr. Butler suggested that we look at product development for all of Grady County.

We would also need to look at marketing, branding, and what collateral we would like to use.

Mr. Butler stated this would not be a task for the Board of Commissioners and Lake Authority alone but will require a local community-based group to work through this process.

Ms. Margaret Tyson stated that she has been working with Plantation Trace Tourism to increase awareness of the natural and historical aspects of Grady County. Ms. Tyson stated that Plantation Trace Tourism has agreed to hold their next meeting in Grady County either on February 11, 2020 or February 18, 2020. Ms. Tyson stated that the lake is a beautiful asset and while she was against the lake at first, it is here, and we need to market it.

Mr. Butler did state that one of the issues that we will need to have a conversation about is rebranding the lake. Mr. Butler stated that is one of the first things that is mentioned is the name of the lake. Mr. Butler did not say it had to be changed but that it needed to be a point of discussion.

Mr. Richard Jordan stated that he would be happy to serve his community, but he had two issues to discuss. The first being the hogs on the lake property. The second was that he wants to be able to be open and honest with his discussion and in some instances, agree to disagree.

The next meeting was set for Wednesday, February 12, 2020 at 9:00 am.

ADJOURNMENT

Motion to adjourn was made by Mrs. Knight and second by Mr. Prince. The motion was approved.

KEITH MOYE, CHAIR

PHILLIP DREW, VICE-CHAIR

ATTEST:

RAY PRINCE, COMMISSIONER

JOHN WHITE, COUNTY CLERK

JUNE KNIGHT, COMMISSIONER

LAFAYE COPELAND, COMMISSIONER