

Escambia County TDC Subcommittee for TDT Funding
Escambia County Board of County Commissioners Chambers
221 Palafox Place
Pensacola, Florida 325020
January 22, 2026

Present: Ashlee Hofberger – Present
Mitesh Patel – Present
Darien Schaefer – Present
Shirley Cronley – Absent
Maria Goldberg – Present
Ray Palmer – Present
William Banks – Present

Location: Ernie Lee Magaha Government Building, Board Chambers, First Floor
221 Palafox Place, Pensacola, Florida

Minutes prepared by: Phillip Miller, County Administration

TDC SUBCOMMITTEE FOR TDT FUNDING MEETING AGENDA

1. Call to Order

- Commissioner Ashlee Hofberger called the TDC Subcommittee for TDT Funding Meeting to order at 2:00pm.

2. Did we have a quorum?

- Yes, a quorum was established.

3. Was this meeting properly advertised?

- The TDC Subcommittee Meeting was published in the Pensacola News Journal on January 15, 2026.

4. Discussion Topics

- **Are pre-application meetings required?**
 - Discussion began on required awardee meetings discussing the TDT application requirements for applicants to receive TDC funding.

Motion: To recommend holding mandatory meetings/training for first time applicants (recommended for subsequent applicants) and make those meetings part of the regular TDC meetings
--

Made by: Mitesh Patel

Second by: Ray Palmer

Disposition: Passed 6 – 0

- **How will hotel rooms be verified?**
 - Discussion centered on different tools to verify hotel rooms eg paper trail, rate codes/links, or using an artificial intelligence tool to geofence room stays within Escambia County.
- **Will there be caps on funding based on hotel rooms with possible claw back of funding?**
 - Discussion surrounded a methodology of funding (e.g. a sliding scale) for events funded based on projections vs actual event turn out.

Motion: To require awardees to prove room nights eg. Using rate codes/links
Made by: Mitesh Patel
Second by: Ray Palmer
Disposition: Passed 6 – 0

- **Event Grading Matrix**
 - Discussion focused on creating an awardee grading matrix (points) for TDC funding support. Elements of the matrix may include Room Nights, Season vs weekend vs weekday event, number of community partners/sponsorships, and economic impact of event.

Motion: To move forward with creating an awardee grading matrix based on points assigned for event elements
Made by: William Banks
Second by: Maria Goldberg
Disposition: Passed 6 – 0

5. **Meeting Adjourned** – 4:05pm