

**Franklin County Tourist Development Council  
Board Meeting  
City of Apalachicola Community Meeting Room  
July 24, 2012  
MINUTES**

**In attendance:** Chair Sanders, Cal Allen, Frank Cook, Alice Collins, Beverly Hewitt, John Hosford, Paul Parker, Diana Prickett, and Chester Reece.

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Cindy Clark, Anita Grove, Tana Kendrick, Linda Minichiello, Dixie Partington, Chuck Simpson (Rowland Publishing), Helen Spohrer, Joe Taylor, and Suzanne Zimmerman

**Call to Order** – Chair Cheryl Sanders called the board meeting to order at 3:01 p.m.

**Introductions** – Chair Sanders inquired if any introductions were required. Curt Blair introduced Mr. Chuck Simpson, a marketing representative with Rowland Publishing.

**Amendments to Agenda** – None were requested

**Minutes** of June 12, 2012 Council Meeting - Motion to approve Minutes of June 12, 2012, as presented,  
Motion: Parker, 2<sup>nd</sup> Cook, passed

**Administrative Report**

Collections and Financial Reports – Curt Blair reviewed the current collections reports and indicated that for fiscal year bed tax receipts were above 21% and collections are expected to escalate.

TDC Vendors – Blair indicated that existing vendor contracts for 2kwebgroup, Allyn, Bay Media, and Forgotten Coast TV would expire on September 30, 2012 and he requested the pleasure of the Board in the matter.

Motion to renew and approve all existing FCTDC vendor contracts (2Kwebgroup, Allyn Inc., Bay Media Inc., and Forgotten Coast TV) to continue for fiscal year 2012-13

Motion: Collins, 2<sup>nd</sup>, Cook, passed

Blair stated that he would be attending a NW Florida TDC Coalition on August 6. Blair reported new BP ads are running throughout the US to promote the Gulf beaches.

**Committee Reports**

Marketing Committee:

Guest Chuck Simpson from Rowland Publishing presented the board with a marketing plan for FCTDC placement in the upcoming Visit Tallahassee Magazine.

Motion to place a FCTDC full page ad in the Visit Tallahassee Magazine at a price of \$4880, due October 1, 2012.

Motion: Collins, 2<sup>nd</sup> Hosford, passed

John Hosford reported he had just returned from a month long trip from Florida northward as far as Canada and back down the eastern coast, and that he saw Franklin County ads and NW Florida Beaches ads throughout his trip; that Franklin County's presence is definitely "out there".

Grants Committee:

2012-13 Grants Small Grants – Diana Prickett

Small Grant Recommendation – Grants Chair Prickett presented the Grants Committee Recommendation for 2012-13 Small Grant Awards. She indicated there were 36 applicants and there is only \$72,000 to spend. Parker motioned that (1) the 36 applicants receive 53.7% of their grant request; and (2) as an alternative to consider, that the \$72,000 remain with the TDC to blanket market all events;

Motion: Parker, 2<sup>nd</sup>, Collins – discussion by Reese failed to pass this motion

The Committee's recommendation was to please the FCBOCC and give everybody something by awarding 53.7% of their grant request to each recipient (that would use the \$72,000).

Motion to recommend to the FCBOCC on August 1, 2012 that each of the 36 grant applicants receive 53.7% of their requested funds as their 2012-13 Small Grant award with no options.

Motion: Reese, 2<sup>nd</sup>, Allen, passed

Transparency of online TDC grant application financial papers: Motion to amend views of online grant applications in the past and future; that the balance sheet and profit and loss statements information will be eliminated from view.

Motion to delete balance sheet and profit and loss statements from view before releasing all online grant applications on the FCTDC website.

Motion: Reese, 2<sup>nd</sup>, Hewitt, passed

#### 2012-13 Sustaining Grants:

Motion to recommend that all existing FDTDC sustaining and seed funded grant recipients receive the same funding as 2011-12, as long as they are meeting the requirements of their contracts. Motion to fund \$20,000 each to Camp Gordon Johnston, Carrabelle Lighthouse, City of Apalachicola Raney House Museum, Dixie Theatre Foundation, and the SGI Lighthouse Association payable in quarterly installments. Motion to fund \$10,000 each to City of Apalachicola HCA Center, and to the Carrabelle History Museum payable in semi-annual installments:

Motion: Parker, 2<sup>nd</sup> Cook, passed

**Continuing Business:** None

#### **Reports by Local Government Representatives**

##### Franklin County:

Dixie Baseball – Chair Sanders reported the Dixie Debs had won the girls state title for TEAM Florida softball at the recent district play offs in Carrabelle and would be going to the World Series in Powhatan, Virginia in August. She requested a donation from the TDC to assist in travel costs to promote Franklin County by these girls.

Motion to donate \$2,000 to Dixie Girls Softball League from remaining BP \$:

Motion: Parker, 2<sup>nd</sup>, Allen, passed; Collins abstains and will execute 8B form.

BOCC Budget Hearings – Chair Sanders stated there may be an opportunity to have the Girls Softball World Series in Carrabelle next August, and the county must commit to the expense in advance. Chair Sanders reported that the FCTDC 2012-13 budget had been presented at the hearings.

City of Apalachicola: Cook reported that the City has approved the identification plaques for historic buildings.

City of Carrabelle: Allen compliments the attendance that comes into the county for softball tournaments, not only does it benefit lodging, but other businesses as well.

#### **New Business:**

BBSB representative – Dixie Partington requested that Beverly Hewitt be placed as the official FCTDC representative on the BBSB board. Hewitt declined. No one else was assigned. The issue of FCTDC's non visible sponsorship representation listing in the new BBSB visitors guide was discussed.

EOC representative – Blair reported there was no clear TDC representation for channels of emergency information from the EOC to the TDC. Beth Brinkley reports to lodging providers, but does not have time to report directly to the TDC. Motion to assign Cal Allen as the EOC representative from the TDC as back up for Beth Brinkley.

Motion: Hewitt, 2<sup>nd</sup>, Hosford, passed

#### **Public Items for the Good of the Order:**

Wednesday, Aug 1, 2012, 9:00 a.m. – FCBOCC Meeting Date re-Schedule, FC Courthouse Annex

Tuesday, Aug 14, 2012, FCTDC Board Meeting, 3:00 pm, FC Courthouse Annex

Tuesday, Aug 28, 2012, FCTDC Committee Meeting, 1:30 City of Apalachicola Meeting room

**Adjourn:** Chair Sanders adjourned the board meeting at 4:15 p.m.