

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, January 11, 2017, 2 P.M.**

MINUTES

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Janalyn Dowden, Rex Pennycuff, Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Tana Kendrick, Cindy Clark, Bud Hayes, Jim Kemp, Vito Bell, Kim Davis, Lee Mathis, David Butler, Tamara Allen, Caroline Ilardi, Bill Barnes

Absent: Diana Prickett, Chester Reese

Chair Commission Sanders called the meeting to order.

Walter Armistead lead prayer and Pledge of Allegiance.

Introductions: Curt Blair introduced Taylor Duhon, the FCTDC research assistant. Mr. Blair introduced Lee Mathis, City of Apalachicola and requested she be moved out of order on the agenda and present her request.

Amendments to the Agenda: Ms. Mathis, City of Apalachicola.

Commissioner Sanders asked for approval of the minutes.

Motion to approve the November 9, 2016 Board Meeting Minutes and acceptance of the December 6, 2016 Committee Meeting Minutes.

Motion: Cook. Second: LaPaz. Passed.

Ms. Mathis addressed the board with a request from the City of Apalachicola for funds to refurbish existing and add new interpretive sign displays along the bay and river downtown.

Motion to approve \$5400 to fund interpretive display signage for the City of Apalachicola from the Promotions Budget; welcoming tourist; signage.

Motion: Armistead. Second: Cook. Passed.

Board Reorganization: Mr. Blair announced Commissioner Sanders was reappointed as Chair for the FCTDC. This being the reorganization meeting, Mr. Blair suggested that it was time for the board to select a Chair and Vice Chair.

Mr. Armistead made a motion to reappoint Commissioner Sanders as Chair and Diana Prickett as Vice Chair.

Motion: Armistead. Second: LaPaz. Passed.

Mr. Blair presented amendments to the FCTDC Operating Procedures for approval from the Board.

There was a motion to adopt the amendments to the selection processes as presented.

Motion: Hewitt. Second: Pennycuff. Passed.

Motion to adopt the absentee policy amendments as presented.

Motion: LaPaz. Second: Pennycuff. Passed.

In the interest of time, Commissioner Sanders asked the board to allow Mr. Blair to go through the remaining edits as presented and then approve them at one time.

Mr. Blair presented the remaining amendments.

Motion to adopt edits and amendments to the policy as presented.

Motion: Pennycuff. Second: Hewitt. Passed.

Administrative Reports: Laura Graham presented the 2016-17 Collections Report through October and the 2016-17 Expense to Budget Report through December 31, 2016. Ms. Graham stated she will conduct the first quarter budget audit and present any findings at the next committees meeting. Ms. Graham presented the 2016-17 Forgotten Coastline Agreement.

Motion to approve the 2016-17 Forgotten Coastline Agreement as presented.

Motion: Armistead. Second: LaPaz. Passed.

Cindy Clark, Bay Media, presented the media report. Ms. Clark distributed several new logo options for Florida's Forgotten Coast. There was discussion among the board with the consensus to have Ms. Clark revise the green circle logo option. Ms. Clark presented the vendors selected to fulfill the Get-a-ways.

Motion to approve the vendors for the Getaways.

Motion: Hewitt. Second: LaPaz. Passed.

Tana Kendrick, 2kWebgroup gave the monthly webstats report.

Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers through December 2016 was 1607. Ms. Lane presented an invoice for the video camera system installed at the visitor center.

Motion to approve the invoice for the video security camera for \$1,832.65 to be paid from the maintenance budget.

Motion: Cook. Second: Armistead. Passed.

Ms. Lane presented a flyer for a new art exhibit at the Eastpoint Visitors Center for Black History Month by the collection of Orin Speed. The exhibit will run from January 23 through February 28th. Ms. Lane announced that there would be an opening reception for the exhibit on February 4 from 3:00 to 5:00 P.M. and encouraged the board and public to attend.

Mr. Blair presented the 2017-18 Visit Florida grant concepts for approval.

Motion to approve the 2017-18 Advertising and CHRN grant concepts.

Motion: Hewitt. Second: Cook. Passed.

Mr. Blair provided an update on the Legislative review from the State. He also provided an update on the 98 Corridor project.

Motion to recommend to the FCBOCC to accept the 98 Corridor Grant from the Department of Economic Opportunity.

Motion: Armistead. Second: Pennycuff. Passed.

Mr. Blair stated the Riverways South meeting will be hosted by the FCTDC on February 16, 2017 at 11am. Guest Speaker will be Sheriff A.J. Smith.

Committee Reports:

2016-17 Sustaining Grant Recipients Presentations: The St. George Island Lighthouse Association and the Apalachicola Historical Society presented their annual reports.

Marketing Committee: Mr. Blair presented a marketing plan for the Jean Mary paddlewheel and asked the board for approval.

Motion to approve Mr. Blair to negotiate the first phase of the Jean Mary Marketing Plan as presented.

Motion: Armistead. Second: LaPaz. Passed.

Mayor LaPaz stated the City of Carrabelle will host the Riverfront Festival this year.

Motion to approve City of Carrabelle as organization to host the Riverfront Festival and add the COC to the list of \$2,000 grant recipients.

Motion: LaPaz. Second: Cook. Passed.

Continuing Business: Ms. Graham stated the Carrabelle Artist's Association was previously accepted by the board as a \$2,000 grant recipient but at the time there was no formal motion. She asked for such a motion.

Motion to approve the Carrabelle Artist's Association for inclusion in the \$2,000 grant list of recipients.

Motion: LaPaz. Second: Hewitt. Passed.

Reports by Local Governments: There were no additional reports by local government.

Franklin County: n/a

City of Apalachicola: n/a

City of Carrabelle: n/a

New Business: Caroline Ilardi and Bill Barnes presented their event to the board for approval.

Motion to approve the Mystic Krewe of Salty Barkers as a \$2,000 grant recipient.

Motion: Hewitt. Second: Cook. Passed.

Mr. Blair stated due to the first of February being the first Wednesday of the month, the FCTDC board meeting will fall immediately after the FCBOCC's first meeting as opposed to usually falling on alternating weeks of the FCBOCC's meetings. Mr. Blair stated the February 8, 2017 FCTDC board meeting will remain on this date.

Public Comment: Tamara Allen presented a flyer for the Carrabelle Riverfront Film Festival. David Butler provided a short update on Camp Gordon Johnston.

Meeting Announcements:

January Committees Meeting, Wednesday, January 25, 2017, 2pm at the EPVC is cancelled.

February Board Meeting, Wednesday, February 8, 2017, EPVC, 2 p.m.

There are no meetings currently scheduled for March.

Meeting adjourned at 4:12 p.m.