

**Franklin County Tourist Development Council  
Board of Directors Meeting  
Eastpoint Visitors Center  
Wednesday, October 12, 2016, 2 P.M.**

**MINUTES**

In Attendance: Commissioner Cheryl Sanders Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Janalyn Dowden, Rex Pennycuff, Chester Reese, Walter Armistead  
Recording: Curt Blair, Laura Graham, Jean Lane  
Guests: Tana Kendrick, Cindy Clark, Sheri Wesson, Holly Brown, Creighton Brown  
Absent: Diana Prickett

Chair, Commissioner Sanders called the meeting to order.

There was prayer and Pledge of Allegiance.

Introductions: None.

Amendment to the Agenda: None.

Absent Approval:

Motion to excuse Ms. Prickett's absence from the meeting.

Motion: Hewitt. Second: Cook. Passed.

Commissioner Sanders asked for approval of the minutes.

Motion to approve the September 14, 2016 Board Meeting Minutes.

Motion: LaPaz. Second: Reese. Passed.

Motion to adopt and approve the September 28, 2016 Committee Meeting Minutes.

Motion: Cook. Second: Armistead. Passed.

Administrative Reports: Laura Graham presented the Collections Report for FY 2015-16 through July and the FY 2015-16 Expense to Budget Report through September 30, 2016.

Motion: To request the Clerk of Courts office to provide quarterly bank statements and warrants as well as the most recent audit of TDC accounts to the Board.

Motion: Armistead. Second: Cook. Passed.

Cindy Clark, Bay Media, presented the advertising report and asked for approval of images for the advertising campaign.

Motion to approve six images for the 2016-17 advertising as presented.

Motion: Armistead. Second: Hewitt. Passed.

Tana Kendrick, 2kwebgroup gave the monthly webstats report and presented 8 year growth chart of visitors to the website.

Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers through September 2016.

Ms. Lane presented the Coastal Getaway accommodations and meals selections and asked the board for approval.

Motion to approve selected accommodations and meals as presented.

Motion: Reese. Second: Pennycuff. Passed.

Mr. Blair reported that the FCTDC with the area Visitor Centers will be working on a county hurricane protocol program for tourists. In addition he reported on the condition of the Jean Mary following the hurricane and arrangements for both the Pokemon and Geo Cache events.

#### Committee Reports:

Ms. Graham presented an updated version of the \$2000 NP Events Promotions Agreement with minor changes highlighting the notification of events and additional complimentary marketing features.

Motion to approve amended 2016-17 \$2000 NP Events Promotions Agreement.

Motion: Pennycuff. Second: LaPaz. Passed.

Mr. Blair presented the NP Enhanced Promotions listed of selected events.

Motion to approve following organizations for the enhanced promotions program; Apalachicola Chamber Events, Plein Air, Carrabelle Cares, Historic Mainstreet, St. George Island/Crooked River Lighthouses, Apalachicola Chamber, Apalachicola Maritime Museum (Jean Mary).

Motion: Armistead. Second: Cook. Passed.

#### Continuing Business:

Mr. Blair asked the board for approval to allocated \$5,000 to the FCBOCC for the purchase and placement of benches.

Motion to approve \$5,000 for benches.

Motion: Armistead. Second: Reese.

There was discussion amongst the board.

Mr. Blair clarified that FCBOCC did not formerly vote or request the \$5,000 for benches.

Mr. Armistead rescinded his motion. Mr. Reese. rescinded his second.

Mr. Blair stated the bathroom repairs are still on hold pending resolution of bid issues.

#### Reports by Local Governments:

Franklin County: No report

City of Apalachicola: No report.

City of Carrabelle: Mayor LaPaz gave an update on the Carrabelle Fly-In event.

New Business: Ms. Graham and Mr. Blair presented the 2016-17 Schedule of Meetings.

Motion to approve the 2016-17 Schedule of Meetings.

Motion: Reese. Second: Hewitt. Passed.

Ms. Holly Brown and Mr. Creighton Brown present the P.E.A.R.L.S organization and event(s) and asked for approval to become a recipient of the \$2,000 NP Event Promotion grant program for their event in April 2017.

Motion to approve P.E.A.R.L.S request to become a recipient of the 2016-17 \$2,000 NP Event Promotion grant program.

Motion: Reese. Second: Cook. Passed.

Meeting Announcements:

FCTDC November, Board Meeting, Wednesday, November 9, 2016, 2 P.M. at the EPVC

Cancelled - FCTDC October Committees Meeting, Wednesday, September 28, 2016

Cancelled - FCTDC November Committees Meeting, Wednesday, November 23, 2016

Adjourned 4:04 p.m.