



**Franklin County Tourist Development Council
Committee Meetings
Eastpoint Visitors Center
Wednesday, October 21, 2015, 2 P.M.**

MINUTES

In Attendance: Commissioner Cheryl Sanders, Commissioner Frank Cook, Chester Reese, Beverly Hewitt, Rex Pennycuff, Diana Prickett, Janalyn Dowden, Walter Armistead

Absent: Mayor Brenda LaPaz

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tana Kendrick, Cindy Clark, Chuck Spicer, Linda Minichiello, Tony Minichiello, Pinki Jackel, Jim Bachrach, Augusta West, Jim Waddel, Robin Vroegop

Dianna Prickett presented Pinki Jackel with a plaque commending her dedication to the FCTDC. Ms. Jackel said a few words of appreciation upon receiving the plaque. The regular committee meetings followed.

Marketing Meeting

Chester Reese, Chair, called the meeting to order at 2:15 P.M.

Curt Blair presented a pilot marketing concept targeting off-season, mid week, nonprofit events. Promotions of these events could included package deals and be marketed through social media, and drive market banner ads. In addition to increased local business the secondary goal would be to collect emails to grow the FCTDC's database. He mentioned MainStreet's Autos and Oyster event on November 14, 2015 is a good example with package deals including accommodations, restaurant and shopping value added.

Augusta West and Jim Bachrach gave a brief overview of their upcoming event and expect over 200 cars to participate. Mr. Blair asked for approval from the board to put together a campaign outlined for mid-week events.

Motion to approve a marketing program as presented for mid-week, off season events and packages.

Motion: Pennycuff. Second: Cook. Passed.

Mr. Blair presented an opportunity to purchase last minute ad buys primarily through Visit Florida for remnant ads deeply discounted in such media channels as Panama City Living, Gwinnett Post, Paddle.Net, etc. He requested board approval for the expenditures on these ads as seen fit by the FCTDC vendors and staff.

Motion to approve \$10,000 from Out-of Area Marketing funds from the 2015-16 FCTDC budget for the FCTDC staff and vendors to take advantage of last minute discounted advertising.

Motion: Pennycuff. Second: Hewitt. Passed.

Grants Meeting

Jim Waddell of Inovia Engineering presented a proposal on staging the expenditure of funds to build phase one of the Camp Gordon Johnston Museum. He estimated the project would take a year to complete and cost a total of \$371,000; \$125,000 from the 2015-16 FCTDC budget; \$125,000 from the 2016-17 FCTDC budget and \$125,000 by Camp Gordon Johnston Association. Because this is the first capital expenditure for the FCTDC for a non-profit, Mr. Blair stated a contract was in process by county attorney Michael Schuler.

Motion to approve an agreement for the building of phase one for the Camp Gordon Johnston Museum.
Motion: Armistead. Second: Cook. Passed.

Meeting adjourned at 3:30 P.M.