

**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Wednesday, October 7, 2015, 2 p.m.**

**MINUTES**

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Walter Armistead, Beverly Hewitt, Rex Pennycuff, Diana Prickett

Absent: Commissioner Frank Cook, Janalyn Dowden, Chester Reese

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tana Kendrick, Bess Grasswick, Cindy Clark, Tamara Allen, Lisa Munson, Steve Kearney, Susan Kearney, Chuck Spicer, Kent Watson, Royce Rolstad

Welcome/Call to Order: Chairperson, Cheryl Sanders called the meeting to order at 2:05 p.m. followed by prayer, Pledge of Allegiance and announcement of a quorum.

Introductions: The Chair recognized Kent Watson, Chief Liaison of Economic Development, Florida House of Representative 2nd Congressional District. Mr. Watson provided members with a brief introduction and explanation of Congresswoman Graham's Economic Development Concerns.

Amendments to the Agenda: Two special requests have been submitted for approval. SGI Civic Center New Year's Eve event and 1st Annual SGI Brewfest. Guests presented at the end of the board meeting.

Approval of the Minutes of September 9, 2015 Board Meeting: Commissioner Sanders asked for a motion to approve the minutes.

Motion to approve the Minutes of September 9, 2015.

Motion: Armistead. Second: Hewitt. Passed.

Administrative Reports: Mr. Blair gave an update on the FCTDC Collections Report from July. Revenue up 11% from last July. YTD 5.6% increase over last year. Laura Graham reported on the FCTDC Expenditures to Budget Report.

Media: Cindy Clark presented her marketing report .

Web Stats: Tana Kendrick handed out her web stats report.

Mr. Blair reported on the visitor center statistics. Mr. Blair announced a Visit Florida representative will be present on October 21, from 10a to 12p at the EPVC to meet with TDC Vendors.

Mr. Blair stated Board Member, Rex Pennycuff's position expired 10/01/15 and requested a vote for an additional term.

Motion to recommend to the County Commission that Mr. Pennycuff, tourist-related at large member, on the FCTDC Board be appointed for another term.

Motion: Armistead. Second: Hewitt. Passed.

Mr. Blair announced he was on the board for Riverways SAC. He also asked for renewal of the annual membership of Riverways SAC.

Motion to approve \$5,000 expense for the annual membership of Riverways SAC.

Motion: Pennycuff. Second: LaPaz. Passed.

#### Committee Reports:

Grant Committee: Diana Prickett announced the NP Promotional Events meeting was held last week and staff will follow up with those who did not attend. Mr. Blair announced that the FCTDC staff would be meeting with each Sustaining Grant Member in the near future to review contractual requirements. He also announced a workshop will be held with Camp Gordon Johnston at the next committee meeting, October 21, 2015, 2 P.M. The purpose of the workshop is to establish guidelines and expectations as this is the first FCTDC non-profit capital investment project the TDC will have done.

Marketing Committee: Mr. Blair presented RFP's for photo and video for the upcoming website revision.

Motion to approve the RFP for photo and RFP for video.

Motion: Prickett. Second: Armistead. Passed.

Mr. Blair introduced Chuck Spicer of Forgotten Coastlines Newsletter and asked the board if they wished to renew the agreement for the FCTDC insert.

Motion to approve the Forgotten Coast insert at \$1980/month, from the 2015-16 Promotions budget.

Motion: Armistead. Second: Prickett.

Continuing Business: Mr. Blair reminded the board the second Hospitality Training Workshop is next Wednesday, October 14, 2015 at the SGI Firehouse, 1 P.M.

Mr. Blair presented the Board with an RFP for a maritime memorial on the east side front lawn for the EPVC.

There was discussion on changing the RFP to include any possible Visit Florida requirements, to refer to the memorial as the Waterfront Maritime Memorial and Gardens and to allow for input from the families on the conceptual plan.

Motion to approve the RFP for a maritime memorial with changes as stated above.

Motion: Armistead. Second: Prickett. Passed.

#### Reports by Local Government Representatives:

Franklin County: Chair Sanders reported the Armory should be completed in January 2016 and the L-Court purchase was finalized and will be for the use of mullet fisherman and kayakers.

City of Apalachicola: No report.

City of Carrabelle: No report.

#### New Business:

Mr. Blair presented a proposal from Live Oak Production Group for two ANERR video and reported that ANEER was seeking financial assistance in preparing their video. The board determined that sufficient funds were not available for participation in the project but suggested that the TDC could help by marketing the video once completed.

Mr. Blair reminded the board of the meeting dates being the 2nd and 4th Wednesday of the month. There was concern with the new dates falling close to the holidays in November and December.

There was a motion to keep the remaining board and committee meeting dates the same until January 2016.  
Motion: Hewitt. Second: LaPaz. Passed.

Steve Kearney, SGI Civic Club requested a \$500 grant for the New Year's Eve event. He stated the total amount goes to the deejay for the event.

Motion to approve the SGI Civic Club request for \$500 for deejay.  
Motion: Armistead. Second: Prickett.

There was discussion on using the money for entertainment instead of promotions. A vote was taken by the board resulting with a 3:3 tie. Prickett, Armistead and LaPaz in favor; Pennycuff, Hewitt and Sanders opposed.

With the motion dying as a result of a tie vote, it was suggested that Mr. Kearney present his request again at the November 7, 2015 board meeting to a potentially full board. Mr. Kearney withdrew his request.

On behalf of the Franklin County Humane Society, Susan Kearney presented a request for \$500 for the 1st SGI BrewFest, April 30, Paddy's Raw Bar on SGI. She requested funds to create and support a new website for the event with potential to bring in over 300 visitors.

Motion to approve up to \$500 grant for the 1st SGI BrewFest, April 30, 2016.  
Motion: Hewitt. Second: Armistead. Passed. 5:1. Pennycuff opposed.

Adjourned at 3:55 P.M.