

**Franklin County Tourist Development Council Board Meeting
ANERR, Eastpoint Estuary Meeting Room, Eastpoint Florida
Wednesday, October 8, 2014, 3:00 P.M.**

APPROVED 11/6/14

In attendance: Chair Pinki Jackel, Walter Armistead, Frank Cook, Beverly Hewitt, Paul Parker, Rex Pennycuff, Chester Reese and Charlotte Schneider; absent Diana Prickett

Recording: Curt Blair, Fran Edwards

Guests: Jim Bachrach, Cindy Clark, Janalyn Dowden, Mark Friedman, Delores Hardin, Tana Kendrick, Patty Lee, Lisa Monson, Tom Morgan, Chuck Spicer, and Suzanne Zimmerman;

Call to Order: Chair Jackel called the meeting to order at 3:02 pm.

Introductions: No introductions were made. Blair stated Jean Lane had been hired to staff the FC Visitors Center and that she had been detained at the moment.

Amendments to Agenda: No amendments were requested.

Minutes of September 3, 2014 Council Meeting:

Motion to accept Minutes of September 3, 2014 as presented:

Motion: Parker, 2nd, Pennycuff, passed unanimously

Distribution of September 17, 2014 Committee Report and Requested Motion to approve recommendations of Sept 17, 2014 meeting per as stated herein:

Grants - \$500 Special Request Application

Motion to proceed with final draft of \$500 Grant Criteria application as discussed:

Motion: Hewitt, 2nd Cook, passed unanimously

Welcome Signage:

Motion to approve final sign design as portrayed, for seven signs, at a cost of \$750 per sign:

Motion: Jackel, 2nd, Cook, passed unanimously

Coastline Promotions:

Motion to approve Coastline web pages and QR codes to be paid from promotional funding:

Motion: Parker, 2nd, Schneider, passed unanimously

Gwinnett Taste of Home Getaway Contest:

Motion to participate in this venue. Up to \$2,000 from travel writer allocation will be used to purchase package items:

Motion: Schneider, 2nd Cook, passed unanimously

Internet Marketing/Social Media:

Advance payments: 2kwebgroup requested the funds deposited for social media/internet for google, facebook, and bing/yahoo, be increased from \$2,000 increments, to \$4,000 increments:

Motion: Jackel, 2nd, Parker, passed unanimously

TDC Travel Writer \$6,000 advance to 3 Visitor Centers:

It was requested that the Apalachicola Bay Chamber be contacted for a rendering on their letterhead documenting the remaining funds. SGI will be contacted to submit their promotional results.

Motion to accept submitted information as the final accounting to close out the \$6,000 advanced allocation this fiscal year 2013-14:

Motion: Schneider, 2nd, Cook, passed unanimously

Travel Writer Policy: As requested last meeting, Blair distributed a new policy guideline for travel writers and payment of costs associated with the writers as follows:

As an amendment to the Franklin County TDC Policies and Procedures:

"XI D. Expense Reimbursement

- 1) *Except for contracted services and unless modified by a vote of the TDC Board, all payments for budgeted expenditures will be on a reimbursement basis upon submittal of receipts documenting the expense and additional supporting documentation as established by the TDC Board.*
- 2) *Contracted services – Services rendered to the TDC and/or Franklin County that are subject to a contract approved both by the TDC and the Board of County Commissioners will be compensated for in accordance with the specific terms of the contract.*
- 3) *Travel related expenses will be authorized in advance by the TDC Board within budgetary limitations and be paid on a reimbursement basis in accordance with State Statute Ch 112.061. (See policy attached)*

XI E. Travel Writers

The FC TDC will include in its annual marketing plan a promotional strategy that includes the recruitment of travel writer articles featuring various aspects of Franklin County's tourism events, venues and resources. The TDC will encourage the submittal of proposals for visiting travel writers whose publications market and content are specifically directed to Franklin County markets and brand. All proposals must be approved by the TDC in advance and must include an identification of costs, writer and publication identification and background, and the manner in which the potential article will address an identified TDC market and a message that is consistent with the TDC overall promotional objectives. Payments to cover the cost of the travel writer visit will be on a reimbursement basis, consistent with the proposal approved in advance by the TDC and in accordance with TDC reimbursement policies and FS Chapter 112.061."

Motion to adopt policy as presented herein:

Motion: Pennycuff, 2nd Cook, passed unanimously

Administrative Staff Time Transfer:

Motion to approve transfer of 145 hours expense = \$6,090, paid and coded as 2013-14 administrative expense, to recode as 2013-14 promotional expense allocation of the Visitor Guide reprint :

Motion: Armistead, 2nd, Cook, passed unanimously

2 Penny Tax proponents - Blair distributed a memo outlining a news placement indicating how the 2% increase would be used. Jackel requested the information in "tourism infrastructure..." be revised and published as follows:

"Anticipated Uses of 2 cent increase in Tourist Development Tax

Anticipated revenues from 2% increase: \$950,000

Out of Area Marketing: \$475,000

Using established tracking and response metrics the TDC utilize additional revenues in a variety of markets and vehicles including advertising and placement, in internet, social media, print, and TV and lodging company cooperative advertising to reach an expanded tourism market in off peak visitor periods.

Tourism Infrastructure Enhancement and Maintenance of: \$475,000

1. Seafood Industry Branding Efforts
2. Non Profit Event Promotion and Operational Support
3. Tourism Outreach Activities"

Motion to revise as indicated herein:

Motion: Jackel, 2nd, Schneider, passed unanimously

Jackel indicated that the TDC Board could not campaign pro or against the tax, but that we could place a public ad that would be informative

Motion to spend \$1,000 leftover \$500 grant promotional funds for this expense:

Motion: Schneider, 2nd, Armistead, passed unanimously

Motion to accept all recommended approvals as presented above:

Motion: Pennycuff, 2nd Schneider, passed unanimously

Contract Management:

General: Motion to instruct the staff, when possible and expedient, to direct requests for services to existing vendors to perform as needed to implement the annual TDC marketing plan and Board directives. To authorize up to 14% of approved budgeted marketing and promotional costs to cover out of contract services.

Motion: Reese, 2nd, Schneider, passed unanimously

Allyn, Inc.: Motion to approve assignment of the 2014-15 Allyn Associates Inc. administrative contract to Allyn of Franklin LLC:

Motion: Parker, 2nd Pennycuff, passed unanimously

Allyn, Inc.: Motion to approve expenditure from the 2013-14 line item for Eastpoint Visitor Center operations for up to 1/2 of the Allyn billing for the month of September 2014:

Motion: Parker, 2nd Pennycuff, passed unanimously

Lodging Insert in Forgotten Coastline publication:

(1) Motion: From funds allocated to Promotions an amount of \$24,000 to be paid to Forgotten Coastline for provision of advertising space and additional distribution to allow for area coverage to all lodging company units:

(2) Motion: To authorize the expenditure of up to \$3,600 from unexpended BBSB budgeted allocation in the 2014-15 promotional budget to cover production costs for the insert:

Motion to approve item (1) and (2):

Motion: Parker, 2nd Cook, passed unanimously

Franklin County Visitors Center @ Eastpoint: Motion: From funds allocated for Promotion in the 2014-15 Marketing Budget, allocate \$5,000 to expense by the Eastpoint location for distribution of the Visitor Guide and email collection and distribution costs:

Motion: Armistead, 2nd Parker, passed unanimously

2kwebgroup: Motion: From funds allocated to 2014-15 Promotions, authorize a reimbursement expenditure of \$4,000 to 2kwebgroup for TDC website hosting and MyEmma support:

Motion: Reese, 2nd Cook, passed unanimously

Administrative Reports: Blair distributed and discussed the following items;

Collections - Blair confirmed that July's collections of over \$164,000 put the collections to date at a 5% increase

Financials - Blair requested the board to review the Expense Report as of 9/30/14. This is not the final report.

Media - Cindy Clark, Bay Media discussed current activity with the board.

Two Giveaway Campaigns:

Taste of Home Getaway Campaign: Clark stated the current campaign has been and expects to continue to be successful; in the first week we had received over 200 email requests for a Visitor's Guide and requests continue to come in.

and **Forgotten Coastline New Years Eve Getaway and Insert for October** - Clark displayed the October Insert for the Board to see. This has been distributed to the Lodging providers by Forgotten Coastline. Clark indicated we had also received many inquires and requests for Visitor Guides from the URLs.

Request for approval of media placements: Clark requested approval from the Board to commit, purchase and place media content for four publications which have deadlines this week - Paddlers.Net, Weather.com, Florida Sport Fishing, AAA New York-Connecticut in coop with Visit Florida ad at a cost of \$10,000:

Motion to approve up to \$10,000 for the four publications/banner ads as requested:

Motion: Reese, 2nd Cook, passed unanimously

Apalachicola Times: PR Content - Clark has offered to compose a column and the content for the Apalachicola Times to promote the TDC. She distributed a possible column for discussion. Consensus of Board agreed to proceed with this media but Parker suggested that "revenue dollars be stressed rather than collection dollars; that stating what collection dollars represent as incoming revenue dollars actually indicate the revenue coming into the county for rentals" Board concurred. Jackel suggested Clark contact each board member in alpha order for input for each column.

Web Stats - Blair distributed current web statistics furnished by 2Kwebgroup and requested Board to refer questions to Tana Kendrick, 2kwebgroup representative in attendance.

2013-2015 FCTDC Plan report - Blair indicated the 2013-15 TDC Plan had been forwarded to Michael Shuler's office.

Committee Reports:

Grants Committee

Non-profit "Intent to Participate" Report - Grants Chair Prickett was absent, so Edwards explained the slate of events and participating non-profit organizations. Parker indicated the list contained a Port St Joe Event for Panhandle Players. This event was deleted for TDC support, as it does not occur in Franklin County. Blair requested a motion to approve all events as revised, and all participant non profits:

Motion to approve all events, less Panhandle Players in Port St Joe, and all non-profit organizations as presented, for inclusion in the 2014-15 Promotional Assistance Program.

Motion: Parker, 2nd Armistead, passed unanimously

Inclusion of Oyster Radio in 2014-15 Marketing Budget Request: Cindy Clark requested the board to approve WOYS (Oyster Radio) as one of the marketing radio vendors for the Event Promotional Assistance Packet in 2014-15:

Motion to add Oyster Radio to the Media Package for event promotional assistance in 2014-15:

Motion: Schneider, 2nd Cook, passed unanimously

Non-profit Marketing Workshop - Blair stated that a suggested date of the TDC Committee meeting of November 19, 2014, be scheduled at the Apalachicola Community Room, and be used as the Annual Promotional Assistance Program Workshop for the participating non-profit organizations; Blair requested Board approval :

Motion: Cook, 2nd Pennycuff, passed unanimously

\$500 Special Request Application/Final Approval - Blair distributed the final draft of this application form as dictated by the board at the September meeting:

Motion to approve the \$500 Special Request Application as presented:

Motion: Pennycuff, 2nd: Cook, passed unanimously

Marketing:

Visit Florida Update - Blair announced that Bay Media will updated the Visit Florida website for the FCTDC.

Logo Final Design for Registration - Bay Media distributed the revisions requested to the new logo but the board requested further revisions to be presented at the next meeting. Motion for approval to be requested then.

Randall Marketing Visit Schedule - Blair reported to the board that Judy Randall will arrive to the county on the evening of November 4; November 5 she will be escorted throughout the county to assess the scope of the work; There will be a reception dinner on Wednesday, November 5 for the TDC Board, Staff, and Vendors at the Apalachicola Grill beginning at 6 pm; November 6, Randall will meet with TDC Vendors in the morning, and TDC Board Members in the afternoon from 2 pm to 5 pm.

Motion to schedule the Randall Marketing Visit as follows: Wednesday, November 5, Board meeting is canceled; Wednesday, November 5, beginning at 6:00 p.m. the TDC will host a dinner reception at the Apalachicola Grill with Judy Randall as guest, with all members, staff and vendors in attendance; funds for dinner allocation to pay from promotional budget ; staff to email board members of further details; Thursday, November 6, the Board will schedule a special board meeting to discuss administrative, promotional and marketing matters.

Motion: Pennycuff, 2nd, Schneider, passed unanimously

Continuing Business: none stated

Board Vacancies - Blair stated that two applicants had been accepted before the deadline but that others expressed interest but no applications were received. Blair announced the recommendation for the vacancy could be presented to the FCBOCC at their November 2nd meeting for approval.

Motion to request Leigh Coble and Janalyn Dowden to appear at the October 22nd TDC meeting (advertise as public notice special meeting) to discuss their qualifications with the board:

Motion: Armistead, 2nd, Schneider, passed unanimously

Eastpoint Visitor Center update - Blair informed the board that the Franklin County Visitors Center in Eastpoint is not quite furnished but should be operating as a Visitors Center by mid October. A Grand Opening is proposed for Wednesday, December 3, 2014.

Big Bend Scenic Byway - amended Agenda when Mark Friedman asked to speak: Friedman stated the City of Apalachicola does not have the funds to pay their \$5,500 commitment to the Big Bend, and he inquired if the TDC would be willing to absorb the commitment. In spirited discussions, Reese indicated that as the TDC liaison with the BBSB, why was this information not available to him prior to this meeting. Jackel also inquired as to why we had not been informed of this situation and she stated that if Apalachicola receives assistance, then so should Carrabelle have their commitment paid by the TDC.

Motion to approve \$5,500 BBSB payments for both Apalachicola and Carrabelle:

Motion: Armistead, 2nd Hewitt, passed; Jackel opposed; Jackel later requested the board allow her to change her vote to approve, board concurred, so the vote was unanimous.

Further discussion: FINAL Motion to approve \$5,500 BBSB loaned payments for both Apalachicola and Carrabelle and to ask for FCTDC reimbursement when the city funds become available in the future.

Motion: Armistead, 2nd Reese, passed unanimously

2% Fact Advertisement: Blair introduced Tom Morgan and Jim Bachrach who spoke to the Board about their campaign to assist in passing the 2% transient rental increase. Tom Morgan displayed all the signs and newspaper ads that their public campaign is going to post. It is important to note that funding their campaign does not use any TDC funds; rather they have received donations from many lodging providers and other tourist-related business.

Blair distributed the TDC Fact Advertisement draft that was revised at last meeting; this ad is legal to post and requested further input from the board. Board Concurred.

Due to unfinished business at 5:00 p.m., motion to extend meeting beyond 5:00:

Motion: Reese, 2nd, Pennycuff, passed unanimously

Reports by Local Government Representatives:

Franklin County: none

City of Apalachicola: none

City of Carrabelle: none

New Business: Location of Future TDC Board and Committee Meetings

Motion to schedule all future FCTDC meetings at the Franklin County Visitors Center @ Eastpoint, 731 US Highway 98:

Motion: Schneider, 2nd Hewitt, passed unanimously

Public Items for the Good of the Order:

Wednesday, October 22, 2014,

Motion to call for a special board meeting beginning at 1:30-2:00 to consider applicants for the Board Vacancy and other administrative matters. Grants Committee Meeting follows at 2:00 pm and Marketing Committee will follow the Grants Committee; location will be at the new Franklin County Visitors Center at Eastpoint;

Motion: Schneider, 2nd Hewitt, passed unanimously

Wednesday November 5, 2014 Board Meeting will be canceled;

Motion to schedule a special Board meeting with Judy Randall and the TDC Board, for Thursday, November 6 to consider administrative, promotional and marketing matters.

Motion: Pennycuff, 2nd, Schneider, passed unanimously

Adjourn: The meeting was adjourned at 5:35 p.m.