

**Franklin County Tourist Development Council  
Board of Directors  
Eastpoint Visitors Center  
Wednesday, November 4, 2015, 2 P.M.**

**MINUTES**

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Commissioner Frank Cook, Chester Reese, Beverly Hewitt, Janalyn Dowden, Diana Prickett, Rex Pennycuff

Absent: Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tamara Allen, Cindy Clark, Lisa Munson, Kent Watson, Dixie Partington

Commissioner Sanders called the meeting to order at 2:00 p.m. There was prayer and Pledge of Allegiance.

A quorum was established.

Amendment to the Agenda: Big Ben Scenic Byways Letter of Support Request.

Commissioner Sanders asked for approval of the minutes.

Motion to approve the October 6, 2015 Board Meeting minutes.

Motion: LaPaz. Second: Reese. Passed.

Administrative Report: Laura Graham presented the Collections Report through August 2015 and the October 2015 Expense to Budget Report.

Cindy Clark gave her Media report and presented examples of tent cards that will be used to promote events and getaway contest posters with unique QR codes per visitor center.

Curt Blair presented 2kWebgroup's monthly stats report as well as a report on the number of visitors to the website and the number of visitors to the four area visitor centers.

Ms. Graham presented three payment request letters for the Coombs Armory and ask for approval from the board.

Motion to approve \$86,201.10 and \$146,601 payment requests from 2014-15 Budget.

Motion: Prickett. Second: Cook. Passed.

Motion to approve payment of \$72,927 from 2015-16 Budget.

Motion: Prickett. Second: Cook. Passed.

Grants Committee: Diana Prickett gave a brief update on the presentation from Camp Gordon Johnston. The committee approved the following and she asked the board for approval.

Motion to move ahead with the preparation of an agreement for the building of phase one for the Camp Gordon Johnston Museum. Staff is instructed to work with the County Attorney and bring back a final agreement to be approved by the Board.

Motion: LaPaz. Second: Pennycuff. Passed.

Marketing Committee: Chester Reese reported on the Pilot Midweek Proposal and Ad Buy Amendment for remnant advertising. The committee approved the following and he asked the board to approve.

Motion to approve a marketing program as presented for mid-week, off season events and packages.  
Motion: Hewitt. Second: Pennycuff. Passed.

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: Cook. Second: Pennycuff. Passed.

Mr. Reese also reported on a request for a letter of support for the Big Bend Scenic Byway Regional Rural Development Grant. There was discussion among the board. The board agreed to send a letter of support from the FCTDC but it was requested that a representative of the BBSB provide an update to the board on the status of the kiosks.

Motion to approve sending a letter in support of the BBSB Regional Rural Development Grant.  
Motion: Prickett. Second: Cook. Passed.

Administrative/Budget Committee: There was no report

Continuing Business: Mr. Blair presented the RFP for the Maritime Memorial. There was discussion by the board to extend the outlined timeline. Mr. Blair will make changes to the RFP and report back to the board for approval at the next meeting.

Mr. Blair gave an update on meeting with all the Non-Profits for events promotions and sustaining grants. There was discussion to allow more flexibility for each sustaining grant recipient to be allowed to create their own schedule more consistent to their particular needs. It was suggested that each sustaining grant recipient submit their preferred schedules to the board for approval.

#### Reports by Local Governments:

Franklin County: Commissioner Sanders reported the Armory will be completed in January and she thanked the FCTDC for the funds committed to Lombardi Landing.

City of Apalachicola: No Report.

City of Carrabelle: Mayor LaPaz reported a page will be developed on the city's website to promote the Carrabelle Airport and suggested a drop down menu on the saltyflorida.com website for public marinas and airports. Commissioner Sanders stated there is discussion of a joint regional project with Gulf county's port and the Apalachicola airport and Carrabelle could be tied in the promotions as well.

New Business: Mr. Blair stated to the board that there will be a few minor electric repairs at the EPVC and he will present a bid at a future date.

Public Comment: Lisa Munson presented posters and general information for the Holiday on the Harbor and Boat Parade in Carrabelle. Kent Watson, Chief Liaison for US Representative, 2nd Congressional District, Gwen Graham stated she will be in this weekend's Seafood Festival Parade.

#### Meeting Announcements:

FCTDC Committees Meeting, Wednesday, November 18, 2015, 2 P.M., EPVC Cancelled

FCTDC Board Meeting, Wednesday, December 2, 2015, 2 P.M., EPVC

FCTDC Committees Meeting, Wednesday, December 16, 2 P.M., EPVC

Meeting adjourned at 3:40 P.M.