

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, November 9, 2016, 2 P.M.**

MINUTES

In Attendance: Diana Prickett, 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, Mike Pace, Pat Pace, Marian Morris
Absent: Commissioner Cheryl Sanders

Vice Chair, Walter Armistead called the meeting to order.

There was prayer and Pledge of Allegiance.

Introductions: Mayor LaPaz introduced Mike and Pat Pace from Lost Treasure Sign & Design in Carrabelle, who gave a brief presentation on their new company.

Amendments to the Agenda: None.

Mr. Armistead asked for approval of the minutes.

Motion to approve the October 12, 2016 Board Meeting Minutes.

Motion: Hewitt. Second: Pennycuff. Passed.

Administrative Reports: Laura Graham presented the Collections Report for FY 2015-16 through Aug and the FY 2016-17 Expense to Budget Report through October 31, 2016. Ms. Graham presented a copy of the FCTDC September bank statement and a sample of the expenditures report used for quarterly auditing.

Mr. Blair presented information from VisualGov Solutions to collect tourist tax on behalf of the FCTDC instead of the DOR. The board decided not to pursue this option.

Cindy Clark, Bay Media, presented the media report.

Tana Kendrick, 2kwebgroup gave the monthly webstats report.

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

Mr. Blair stated a meeting of the Visit Florida Industry Relations Committee would be held on November 29-30 in Orlando and requested approval of travel expenses for this annual meeting.

Motion to approve travel expenses for Mr. Blair to attend the Visit Florida conference in Orlando.

Motion: LaPaz. Second: Cook. Passed.

Mr. Blair presented the current Absentee Policy for the FCTDC and stated it was more restrictive than the Florida Statutes. He proposed conducting a review of the policy with Michael Schuler and would report back to the board at a later meeting.

Mr. Blair presented the bid for security cameras to be placed at the EPVC building. The board recommended staff to collect a second bid and then make a decision.

Motion to approve staff to obtain a second bid and proceed with a decision on a security system between the two bids.

Motion: Reese. Second: Cook. Passed.

Mr. Blair stated that staff participates with several regional marketing organizations, as board members on behalf of the FCTDC. Mr. Blair stated that staff will report back to the board on any necessary actions pertaining to any of these agencies that would require board approval.

Motion to develop a transparency policy for staff involved with other boards, memberships or partnerships on behalf of the FCTDC.

Motion: LaPaz. Second: Cook. Passed.

Mr. Blair reported that the FCBOCC has officially requested funds for placement of public benches throughout the county. The board voted to delay action on the request until other priorities could be completed (Armory, bathrooms).

Motion to deferred action regarding benches pending completion of other county priorities..

Motion: Hewitt. Second: Pennycuff. Passed.

Mr. Reese presented a request from BBSB to assist on holding a workshop on handicap accessibility in the county and asked for a small sponsorship for this seminar. Mr. Reese will represent the FCTDC at this meeting.

Motion to approve a \$250 sponsorship for the BBSB able-accessibility workshop.

Motion: Hewitt. Second: Cook. Passed.

Committee Reports: none.

Continuing Business: Ms. Graham stated PaddleJam may move their event dates to May 5-7, 2016 due to a booking conflict at Battery Park.

Marian Morris, Carrabelle Artist Association, provided the board with an update on their Holiday Art Show in Carrabelle and asked the board for additional funds to cover the cost of the wall hanging equipment to display the art for the show. There was discussion amongst the board to deny this request but allow the Carrabelle Artist Association to apply for the \$2,000 Event Promotions grant to cover advertising and promotional costs. Ms. Morris will follow up with staff to get the application for the grant program.

Reports by Local Governments:

Franklin County: No report

City of Apalachicola: No report.

City of Carrabelle: No report.

New Business: Collections Option was previously reported. Mr. Blair provided an update on the Jean Mary and extended an invitation to the board to visit the paddlewheel boat. Chester Reese offered to represent the board.

Public Comment: Ms. Weeson reminded the board of the upcoming Holiday on the Harbor event, December 10th.

Meeting Announcements:

Cancelled- November 23, 2016 Committee Meeting

No meetings in December 2016

January Board Meeting, Wednesday, January 11, 2017, EPVC, 2 p.m.

Adjourned 4:00 p.m.