

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

MINUTES

In Attendance: Mayor Brenda LaPaz, Commissioner Frank Cook, Chester Reese, Beverly Hewitt, Janalyn Dowden, Walter Armistead

Absent: Commissioner Cheryl Sanders Rex Pennycuff, Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tamara Allen, Cindy Clark, Lisa Munson, Kent Watson, Deloris Croom, Bess Grasswick, Tana Kendrick, Royce Rolstad, Jane Kirk

Walter Armistead 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: None.

Mr. Armistead asked for approval of the minutes.

Motion to approve the November 4, 2015 Board Meeting minutes.

Motion: LaPaz. Second: Hewitt. Passed.

Administrative Report: Laura Graham presented the Collections Report for FY 2014-2015 and the 2015-16 Expense to Budget Report through November 2016.

Cindy Clark gave her Media report and noted the FCTDC database is over 40,000 recipients. She also presented the Panama City Living Magazine ad and Coastal Getaway Banner ads. Cindy also presented banner ads that would promote a "Coastal Christmas Getaway".

Motion to approve up to \$1500 for advertising, production and incidental costs to promote a "Coastal Christmas".

Motion: LaPaz. Second: Cook. Passed.

Tana Kendrick presented 2kWebgroup's monthly stats report.

Jean Lane reported on the number of visitors to the four area visitor centers for the month of November those numbers are attached to these minutes.

Ms. Graham presented a list of domain names held by the FCTDC and asked for approval to renew all names. There was discussion it was suggested the staff make the determination.

Motion for the staff to decide which domain names to renew or delete and to authorize of up \$375 for domain name renewal.

Motion: Reese. Second: LaPaz. Passed.

Ms. Graham presented a list of proposed board and committee meeting dates for 2016. Meetings will change to the second and fourth Wednesdays, respectfully, of each month.

Motion to approve 2016 board and committee dates as presented.

Motion: Hewitt. Second: Reese. Passed.

Ms. Graham presented a payment request for the Coombs Armory and asked for approval from the board.

Motion to approve \$34,652.70 payment request for the Armory from funds carried forward to the 2015-16 Budget; Aid to Local Government.

Motion: LaPaz. Second: Reese. Passed.

Grants Committee: No Report.

Marketing Committee: Mr. Blair presented a draft of the 2016 marketing strategy which will be discussed in more detail at the December Committee meeting. Mr. Blair also presented a list of Public Service Announcements for the seafood industry to run on FCTV and asked the board for approval of up \$3,000 from promotion to prepare the spots.

Motion to approve up to \$3,000 for preparation of a series of public service announcements to run on FCTV.

Motion: Cook. Second: Reese. Passed.

Continuing Business: Mr. Blair reported on the status of the Web site/ Visitor Guide revisions, and reported that as in years past it would be necessary to have someone research the existing and new businesses in the county and help edit the changes to both the site and guide. He reported that Fran Edwards did these tasks previously as they were not services provided by other vendors. He requested that the board approve payment of a part time individual to assist on this project at a rate of up to \$17/hr which was a considerable savings from what was paid in the past.

Motion to approve staff engaging a part-time person for a rate of up to \$17/hr to assist in the updating the Web site/ Visitor Guide listing of businesses, editing and preparation of changes to the visitor guide and website to a maximum of 300 hours to be paid from funds allocated to the Promotions; website revisions.

Motion: Reese. Second: Dowden. Passed.

Mr. Blair presented a proposal of key concepts and time line for the Maritime Memorial and Garden for board discussion.

Motion to approve the concept and time frame for the project as presented.

Motion: Reese. Second: LaPaz. Passed.

Mr. Blair discussed with the Board a series of recommendations of items to include in the agreement between Camp Gordon Johnston and the FCTDC to present to County Attorney, Shuler for use in preparing a contract.

Motion to approve the CGJ terms of agreement as presented.

Motion: Hewitt. Second: LaPaz. Passed.

Reports by Local Governments:

Franklin County: No Report.

City of Apalachicola: No Report.

City of Carrabelle: Mayor LaPaz noted the Carrabelle Boat Parade of Lights and Holiday on the Harbor is December 12th.

New Business: Mr. Blair presented an estimate for some small building repairs to be done on the Center.

Motion to approve the proposed work and estimate for repairs from the 2015-16 Budget; Maintenance & Repairs.

Motion: Reese. Second: Cook. Passed.

Mr. Blair presented a summary of a proposed committee bill from the House Finance and Tax Committee that would make a number of changes to Chapter 125.0401 FS regarding the Tourist Development Tax and local TDCs. There was discussion by the board and it was suggested staff submit a Resolution to strongly oppose the bill.

Motion for staff to develop a Resolution to strongly oppose the proposed bill.

Motion: Reese. Second: Dowden. Passed.

Mr. Blair introduced Ms. Delores Croom who had requested the County support the Franklin County MLK Day event on January 16, 2016. Ms. Croom and Mr. Blair presented several promotional items the TDC could make available for the event and asked for board approval. Ms. LaPaz suggested the event be added to the Non Profits Events Promotions budget for the next fiscal year.

Motion to provide up to \$1500 in funds to support the Franklin County MLK Celebration event for advertising, promotion and incidental expenses as requested by the FCBOCC and to add the project to the 2016-17 non-profit event marketing list.

Motion: Cook. Second: Reese. Passed.

Mr. Blair presented a MOU prepared by Riverway South to provide co-op marketing for a River day in May 2016. The MOU would allow the TDC to match funds being used to promote the Paddle Jam.

Motion to approve the MOU between the FCTDC and Riverway South to support co-op marketing efforts with a local contribution of \$750 from the Promotions Budget.

Motion: Hewitt. Second: Cook. Passed.

Public Comment: Lisa Munson presented posters and general information for the Holiday on the Harbor and Boat Parade in Carrabelle.

Meeting Announcements:

FCTDC Committees Meeting, Wednesday, December 16, 2015, 2 P.M., EPVC

FCTDC Board Meeting, Wednesday, January 13, 2016, 2 P.M., EPVC

FCTDC Committees Meeting, Wednesday, January 27, 2 P.M., EPVC

Meeting adjourned at 3:50 P.M.