



FCTDC Special Meeting
Wednesday, December 6, 2016
Eastpoint Visitor Center

Minutes

In Attendance: Chester Reese, Janalyn Dowden, Mayor Brenda LaPaz, Walter Armistead.

Staff: Blair. Vendor: Clark

- I. The Chair called the meeting to order at 2:00 P.M. and announced that Linda Minichiello would be scheduled for another occasion.
- II. Report on the visit to the Jean Mary
Chester Reese presented the Committee a report on his visit to see the Jean Mary Paddlewheel boat in Jacksonville. He was joined by Curt and Beth Blair and Brenna Dacks with Visit Florida. After discussion the Committee made the following motion.

Motion: That the staff meet with George Floyd for the purpose of determining how the TDC can work with the AMM on helping to promote the arrival of the Jean Mary and report back to the Board.

Motion: LaPaz. Second: Armistead. Passed

III. Other Business

Media Placement: Cindy Clark reported to the Committee on several advertising opportunities for the TDC that would highlight fishing opportunities in the area. Included in the presentation were Coastal Angler, The Drake, Grey's Sporting Journal, and Rifle & Rod. She recommended the use of a Coastal Angler proposal to combine advertising with content at the rate of \$1,006 per edition for six issues.

Motion: To approve the placement of advertising in Coastal Angler.

Motion: Armistead. Second: Dowden. Passed.

Coastline; Mr. Blair reported to the Committee that the rate for the coastline insertion has risen from \$1,980 to \$2,200 for the coming year.

Motion: To recommend to the Board approval of the new rate.

Motion: Dowden. Second: LaPaz. Approved.

The meeting was adjourned at 4:00 P.M.