

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Eastpoint, Florida
Wednesday, December 3, 2014, 3:00 P.M.**

MINUTES

In attendance: Walter Armistead, Frank Cook, Beverly Hewitt, Rex Pennycuff, Diana Prickett, Chester Reese; Chair Pinki Jackel via telephone conference; absent board vacancy for Paul Parker and City of Carrabelle appointee

Recording: Curt Blair, Fran Edwards

Guests: Cal Allen, Tamara Allen, Cindy Clark, Loretta Costin, Janalyn Dowden, Leigh Coble, Laura Graham, Delores Hardin, Tana Kendrick, Jean Lane, Brenda LaPaz, Linda Minichiello, Lisa Munson, Aaliyah West,

Call to Order: Chair Pinki Jackel joined the group via telephone and appointed Diana Prickett as action chair. Prickett accepted.

Introductions:

New Governmental Appointments -

Amendments to Agenda: Due to Chester Reese's request to leave at 4 pm due to a family emergency, the Board Vacancy candidates discussion and the Loretta Costin GCSC representative discussion was moved to follow the Minutes approval.

Minutes of November 6, 2014 Council Meeting: Motion to approve Minutes as presented:

Motion: Armistead, 2nd, Pennycuff, passed unanimously

Continuing Business:

Board Vacancy Interviews (Agenda Amendment) - Lodging Provider vacancy left by Paul Parker:

Candidate Leigh Coble representing Water Street Hotel spoke of her qualifications for the TDC Board position.

Candidate Janalyn Dowden representing Seacrest Realty and Vacation Rentals spoke of her qualifications for the TDC Board position.

Acting Chair Prickett thanked the candidates for their information and asked the Board for further action.

Chester Reese motioned to recommend Janalyn Dowden for Paul Parker's position. Pennycuff seconded the motion but requested to question the candidates before a vote. Pennycuff inquired to both candidates if they felt they could work cohesively with the present TDC board. Both agreed they could. Armistead then inquired to each candidate if they were in agreement to support the 2% bed tax increase when the discussion again appeared on the horizon. Dowden agreed she was totally in favor of the 2% bed tax increase. Coble indicated she was not sure.

Motion to recommend to the FCBOCC that Janalyn Dowden be considered for the TDC Board Vacancy position left by Paul Parker:

Motion: Reese, 2nd, Pennycuff, passed 4-2 for Dowden; Hewitt Nay, Jackel was not required to cast a vote since there was no tie.

New Business: (Agenda Amendment)

Loretta Costin – Gulf/Franklin State College - Costin made a presentation to the board that the GCSC/Franklin County Campus, wished to work with the FCTDC to set up training for hospitality and tourism-related classes within Franklin County in order to assist to grow the economy. Ms. Costin indicated the GCSC had set up a part time office in Franklin County and a class is being organized for a new Green Guide/entrepreneurship series beginning January 20 through March 12. She asked the TDC to promote these upcoming instructional venues. The consensus of the board was to establish Ambassador Training and other subject matter in cooperation with GCSC/Franklin Campus.

Administrative Reports: Blair confirmed distribution to board members via email of the documents

Collections - The final fiscal year collections from October 2013-September 2014 is complete. Revenue exceeded one million dollars - \$1,051,612.06 was collected during the 2013-14 fiscal year, a 7.54% increase over last year.

Financials - Expense to budget report was distributed to the board. No questions were asked.

Media - Cindy Clark distributed a Media report, as well as recommended ad buys for 2014-15.

Ad Buys - Clark requested a motion to approve the balance of items to place for 2014-15 as presented:

Motion: 2nd, passed unanimously

Web Stats - Blair distributed the November website statistics for review. Kendrick discussed the success.

Budget Items - Blair requested the board to approve some expenses connected with repairs as improvements to the Eastpoint Visitors Center - \$680 tree location required for visible signage, \$300 moving costs to new Center, \$300 masonry repair to front of building, \$500 reception room furniture for Visitors Center.

Motion to expense \$1,780 for these expenses to be paid from 2014-15 contingency:

Motion: Armistead, 2nd, Cook, passed unanimously

Introduction of Staff: Blair introduced the three new TDC staff members at the Eastpoint Visitors Center - Jean Lane, Laura Graham, and Aaliyah West to the board and audience.

Big Bend Scenic Byway - Blair informed the board that a final contract between Franklin County and Leon County for maintenance of 5 kiosks had been forwarded to Michael Shuler for review. When signed, the final \$5,000 TDC commitment will be paid to Leon County, agent for BBSB. (Blair reported that Betty Webb, City of Apalachicola, had indicated it would not be necessary for the TDC to pay for their \$5,500 commitment - that the City of Apalachicola will pay it. A TDC motion made on October 8, 2014 to pay the funds for City of Apalachicola will not be used.)

SGI and Carrabelle Bathroom Renovations - Via telephone, Chair Jackel discussed the ongoing developments of repairs to these county facilities. \$10,000 of TDC funds has been expended for the specs to govern possible expenses of up to \$175,000. Blair indicated that there could be up to \$150,000 TDC funds available from the reserves and anticipated revenue. Jackel indicated repairs would take up to 90-120 days to renovate and it could not be accomplished before the high season. She requested the board to make it a priority and revisit the matter of funding when the final bid information is available and to push the project to the fall during low season. Hewitt inquired as to where the FCBOCC's motion to allocate TDC \$250,000 for Camp Gordon Johnston was going to come from. Discussion ensued that no one from Camp CJ had ever appeared before the TDC Board to request these funds. Blair indicated the project would fall into next fiscal year's TDC budget considerations.

Committee Reports:

Grants Committee:

Report on November 19 Non-Profit Workshop - Blair reported that the Seminar for Non Profit organizations participating in the TDC Promotional Assistance Program had been very successful and most organizations were represented.

Marketing:

Randall Tourism Marketing Visit Follow up - Blair confirmed with the Board the success of the information determined by Judy Randall's recommendations. Board Members were distributed a CD audio of her findings. Blair indicated that when we have a full board again, the Marketing Committee will be organized to undertake the task of prioritizing the suggestions that Ms. Randall suggested to the TDC.

Update Coastline Insertion "Give-away" - Cindy Clark indicated this campaign was unprecedented in its success - over 1,000 requests for TDC Visitor Guides had been received from this campaign.

Reports by Local Government Representatives:

Franklin County: No report

City of Apalachicola: No report

City of Carrabelle: Tamara Allen extended an invitation to all for the Holiday on the Harbor. Lisa Munson announced the retirement of Suzanne Zimmerman from Carrabelle Chamber.

Public Items for the Good of the Order:

Wednesday, December 17, 2014 Committee Meetings - Cancelled

Wednesday January 7, 2015 Board Meeting, EPVC

Adjourn: Motion to adjourn at 5:20 p.m.