

**Franklin County Tourist Development Council
Committee Meetings
January 21, 2015 2 P.M.**

MINUTES

In attendance: Commissioner Pinki Jackel, Commissioner Frank Cook, Commissioner Brenda LaPaz, Walter Armistead, Beverly Hewitt, Rex Pennycuff, Chester Reese

Absent: Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Linda Minichiello, Chuck Simpson, Tana Kendrick, Cindy Clark, Royce Rolstad, Pam Phillips, Anita Grove, Joe Taylor, Bo May, Susan Bassett

Marketing Committee

Rex Pennycuff, Vice-Chair called the meeting to order at 2:04 P.M.

Mr. Pennycuff introduced Anita Grove and Pam Phillips of FLDEP who presented ideas to increase tourism in an environmental way with new activities at the reserve such as a guided swinging bridge and challenge ropes course with interpretive narratives. Looking to decide on something next year.

Cindy Clark, Bay Media presented optional Ad Buy ideas for remaining \$8500 in budget; Southern Living (\$5,000), Undiscovered Florida (\$1,500) and Budget Travel website (\$1,500).

Joe Taylor was present for the Plein Air advertising request for two page spread in special 10 year anniversary magazine.

Chuck Simpson presented and ad buy for Northwest Florida Wedding Magazine.

There was discussion on what ads to purchase and a motion to make decision as follows; \$1,500 for Budget Travel Website; \$3,500 for full page ad with Rowland Publishing in NW Florida Weddings March Edition, plus added bonus mention and/or editorial in Tallahassee Magazine's September Issue and November Issue; \$3,000 for Plein Air 2 page insert with a reception hosted by the FCTDC.

Motion to approve the suggested ad buys.

Motion: Armistead; Second: Hewitt. Passed.

Ms. Clark also asked for a motion to host a Tennessee Travel Writer who will be promoting St. George Island in their May issue. Expected cost not to exceed \$1,200 from Promotions Special Events and Outreach.

Motion to approve hosting a Tennessee Magazine Travel Writer.

Motion: Hewitt; Second: Reese. Passed.

Ms. Clark presented the new approved FCTDC Logo.



Curt Blair suggested Social Media Efforts to be tabled for the next Board Meeting and proceeded to review other opportunities proposed by Randall Travel Marketing. He highlighted several recommendations to the Committee including; signage, logo and slogan, tourism impact, brand elements, marketing vehicles and research.

There was discussion by the committee to increase signage at the visitors centers. Mr. Pennycuff suggested an "OPEN" banner in front of the EPVC. Commissioner LaPaz stated she would work with the CRA board to add signage at Carrabelle's Visitor Center.

Commissioner Jackel asked for a motion to ask the county to approach the state and pursue placing state Welcome Center signs at all visitors Centers.
Motion: Armistead. Second: Reese. Passed.

Commissioner Jackel mentioned she had mile markers placed on St. George Island and was pursuing the rest of the county along Hwy 98.

Mr. Armistead asked that, 2KWebgroup provide a detailed explanation on interpreting the webstats report. This presentation scheduled for next Marketing Committee Agenda. Sterling Kendrick is working on a touch screen template for Visitor Center guests.

Mr. Blair reminded the Committee that the Randall discussion put a heavy emphasis on surveying visitors to help refine the product and message. He reported that 2Kwebgroup would be sending a survey to the mailing list shortly and also suggested that the FCTDC Intern could survey guests at special events. The Committee suggested that a proposal for surveying be presented to the Board for consideration.

Mr. Pennycuff suggested that a line item for local school scholarships be added to next year's budget. It was discussed among the board to work closely with schools on mentor programs, training programs, etc. either paid or to meet volunteer requirements for Bright Future Scholarships. Another thought was an Education Program with certification in hospitality.

There was brief discussion on a new domain name such as Florida's Outerbanks. New ideas for county names was tabled for next meeting.

Commissioner Jackel asked for a motion for the FCTDC to approve hosting a Plein Air Reception at the EPVC and determine the logistics and budget with Joe Taylor to report back to the Board at its February meeting.
Motion: Jackel. Second: Armistead. Passes.

With no further discussion, Marketing meeting adjourned at 4:10 p.m.

Administrative Budget Committee Meeting

Call to Order: Chair Walter Armistead called the meeting to order at 4:11 p.m.

Mr. Armistead reported on his presentation the FCBOCC.

Mr. Blair briefly went over his presentation to the FCBOCC. He added that he will be utilizing the Web Folder Drop Box for the FCBOCC to improve communications.

Commissioner Jackel suggested the Admin/Budget committee consider a 3 to 5 year budget plan in addition to an annual plan to better forecast larger projects and needs in the county.

With no further discussion the meeting was adjourned at 4:30 p.m.