

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, January 7, 2015, 3:00 P.M.**

MINUTES

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

Absent: Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Cindy Clark, Tana Kendrick, Mike Horvath, Linda Minichiello, Mary Staff, Lois Swoboda, Tamara Allen, Joe Taylor, Alan Pierce, Lisa Munson

Call to Order: Commissioner Jackel called the meeting to order at 3:00 P.M.

Introductions: Commissioner Jackel welcomed new board members, Janalyn Dowden and Commissioner Brenda LaPaz and announced the presence of a quorum.

Amendments to the Agenda: Alan Pierce will be presenting.

Minutes of the previous meeting were presented for approval.

Motion to approve the minutes of the December 3, 2014 meeting.

Motion: Reese, Second: Pennycuff. Passed.

Board Reorganization: There was discussion on the selection of standing committee chairs and vice-chairs, determined as follows:

Administrative/Budget Committee: Walter Armistead, Chair and Commissioner Frank Cook, Vice-Chair

Grants Committee: Diana Prickett, Chair and Beverly Hewitt, Vice-Chair

Marketing Committee: Chester Reese, Chair and Rex Pennycuff, Vice-Chair

Restore Act Council Representative: Rex Pennycuff

Motion to approve committee chairs and vice-chairs.

Motion: Armistead, Second: Hewitt. Passed.

Administrative Report: Curt Blair gave his Administrative reports and presented the fiscal YTD Collections Report and Expenditure to Budget Report.

Media: Cindy Clark, BayMedia presented new marketing opportunities. She suggested some Ad Buy schedule modifications. Ms. Clark also identified the following ideas for the \$10,000 grant match from Visit Florida: Visitor Center interpretive display prototype, Children's Oyster Education Materials, and GIS Inventory of public places. She presented the logo recommendations and continued exposure opportunities with more Getaway package campaigns.

Joe Taylor, Plein Air, presented an advertising opportunity for the 10th Anniversary Plein Air Guide. \$5,000 for 2 full pages; \$3,000 for single page. 15,000 copies distributed. Ms. Commissioner Jackel recommended that a decision be referred to the Marketing Committee.

Motion to approve Ms. Clark's recommendation regarding Visit Florida 2015 grants.

Motion: Pennycuff, Second: Cook. Passed.

Mr. Reese reported on a \$2500 Visit Florida Grant Match for a kiosk at the Forestry ramp in Carrabelle. He suggested that there might be a problem with location of the Kiosk in Carrabelle.

Motion to table this decision and refer to the Marketing Committee.

Motion: Reese, Second: Hewitt. Passed.

Ms. Clark presented two designs to be used for the new TDC logo.

Motion to approve designs as presented.

Motion: Hewitt. Second: Cook. Passed.

Free Weekend "Getaway " Promotion: Cindy Clark reported on the success of the weekend promotions. She reported that there were over 600 responses and requests for 369 Visitor Guides. Mr. Blair reported that a high school student had been engaged to help with mailing out the large number of guides.

Motion for the approval of the Getaway Package campaigns to continue (4 per year) as proposed.

Motion: Hewitt, Second: Pennycuff. Passed.

Memberships: Mr. Blair reported that the proposed memberships would be renewed for the coming year. Memberships include: STS, FDMO, FOWA, VF, NATS, and OWW.

Web Stats: Tana Kendrick gave a brief report on Web stats.

SGI/Carrabelle Bathrooms: The Chairman requested that this item be tabled.

Surveys: Mr. Blair reported that 2K Webgroup and staff would be moving ahead to conduct some visitor surveys as recommended by Judy Randall.

Budget Amendment: Alan Pierce, County Administrator was in attendance to report on the FCBOCC action regarding the budget amendment approved by the FCTDC in December.

Motion for Walter Armistead, Alan Pierce and Curt Blair to work to resolve the issue regarding a budget amendment by meeting to create a maintenance category and provide recommendations to the county.

Motion: Pennycuff, Second: Hewitt. Passed.

Mr. Pierce also announced bids will be open in February for the renovations on the Armory.

Mr. Reese reported on a new marketing opportunity from the International Sports Fishing Show/Fins Media. They will be filming three specials for their television show promoting fishing in our area. He requested \$500 for fuel cost for the boat to ride them through the area for filming.

Motion to approve \$500 to cover the fuel costs for the show from Travel Writer budget.

Motion: Hewitt, Second: Armistead. Passed.

Committee Reports: There were no Committee Reports.

Continuing Business: There was no continuing business to discuss.

Reports by Local Governments:

Franklin County: Commissioner Jackel referred to Mr. Pierce's report.

City of Apalachicola: Commissioner Cook had nothing to report.

City of Carrabelle: Commissioner LaPaz reported the 12th Street Fishing Pier and Park will have its Ribbon cutting on January 14th at 2:30 P.M. and request this place of interest be added to the Coastlines Campaign. The New Fish Trophy Sign is placed on the Carrabelle Marine Street Fish Station. The CRA is currently working on improvements to the 4th Street Boat Ramp location for storm water management and upgraded parking. DOT is working on permitting for the crosswalk from the boat ramp area across Hwy 98 to Veterans Park to promote increased foot traffic and stop -n- shop tourism.

New Business: Ms. Hewitt announced Oyster Cook-off, January 16 and 17 and Chef's Sampler at the Armory on February 8, 2015.

There were no current \$500 requests.

Camp Gordon Johnston: Linda Minichiello, Mike Horvath and Staff from Camp Gordon Johnston gave an update to the board on their plans to improve and expand the facility. The Chair suggested representatives from CGJ come back to the board with additional information.

Motion to extend the board meeting past 5:00 P.M.

Motion: Armistead, Second: LaPaz. Passed.

Commissioner Jackel requested staff to look into a cookbook, t-shirts, Turvis cups, and post cards.

Ms. Commissioner Jackel suggested time changes for the Board and Committee meetings.

Motion for a change in the Board Meeting time from 3:00 P.M. to 2:00 P.M. and Committee Meeting times to be changed from 1:30 P.M. to 2:00 P.M.

Motion: Reese, Second: Hewitt. Passed.

Public Items for the Good of the Order:

Wednesday, January 21, 2015, 2:00 P.M. Committee Meetings

Wednesday, February 4, 2015, 2:00 P.M. Board Meeting

Adjourn: Motion to adjourn at 5:30 P.M.