

**Franklin County Tourist Development Council
Board of Directors
Eastpoint Visitors Center
Wednesday, February 10, 2016, 2 P.M.**

MINUTES

In Attendance: Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Rex Pennycuff, Diana Prickett

Absent: Commissioner Cheryl Sanders, Chester Reese, Janalyn Dowden. Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Cindy Clark, Lisa Munson, Tana Kendrick, Tamara Allen, Fran Edwards, Marie Marshall, Royce Rolstad, Pam Portwood

In Commissioner Sanders absence, Diana Prickett called the meeting to order at 2:00 p.m.

There was prayer and Pledge of Allegiance.

Introductions: n/a

Amendment to the Agenda: None.

Ms. Prickett asked for approval of the minutes.

Motion to approve the January 13, 2016 Board Meeting minutes.

Motion: Pennycuff. Second: LaPaz. Passed.

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

Mr. Blair asked for motion to accept the financial reports.

Motion: Pennycuff. Second: Hewitt. Passed.

Ms. Graham asked for approval of an Armory expense.

Motion to approve \$75,335.58 payment request for the Armory from funds carried forward to the 2015-16 Budget; Aid to Local Government. Noted \$53, 554.76 remains from the allotted \$535,000.

Motion: Cook. Second: LaPaz. Passed.

Cindy Clark gave her Media report and noted 25% of advertising links are for the Getaways demonstrating their effectiveness.

Tana Kendrick presented 2kWebgroup's monthly stats report.

Jean Lane reported on the number of visitors to the four area visitor centers for January 2016.

Curt Blair reported he had been requested to attend the Canoeacopia trade show in Madison Wisconsin as part of a Riverways grant from Visit Florida. The trade show would extend from March 10-14 and the travel expenses would be paid for by Visit Florida. He asked the board for approval.

Motion: Hewitt. Second: Pennycuff. Passed.

Mr. Blair reported the EPVC property was being surveyed to identify property boundaries.

Mr. Blair reported that the Apalachicola Web Cam was down as a result of work on the City Building. He stated Historic Apalachicola Mainstreet wanted to partner on the cost for the Apalachicola webcam. He asked for board approval on repair costs.

Motion to approve up to \$2,000 in webcam expenses.

Motion: Hewitt. Second: Pennycuff. Passed.

Mayor LaPaz stated she would ask if the CRA would be willing to split costs for the webcam in Carrabelle and will get back with the board on a response.

Mr. Blair mentioned Visit Tallahassee was planning on promoting Franklin County as an add-on daytrip to entice visitors to Tallahassee.

Committee Reports:

Marketing Committee: Mr. Blair stated the Marketing Strategy would be reviewed at the next board/committees meeting.

Grants Committee: Mr. Blair distributed a list of selected non-profits who the FCTDC is working with to test the promotion of midweek events in Franklin County. Mayor LaPaz suggested promoting Full Moon Climbs which are typically midweek.

Mr. Blair asked for approval of the following organizations; PaddleJam, Carrabelle History Museum, Plein Air, FSU Marine Lab, INConcert Series, H'Cola and Apalachicola Chamber Boat Show.

Motion to approve up to \$2,000 per organization.

Motion: Pennycuff. Second: Cook. Passed.

Reports by Local Governments:

Franklin County: No Report.

City of Apalachicola: No Report.

City of Carrabelle: Mayor LaPaz provided an update on the Rain Garden in Carrabelle. At the request of Ms. Lesley Cox, she also asked the board if they would consider buying a bear proof trash can for tourists. The request was taken under consideration.

Continuing Business: Mike Horvath gave an update on the Camp Gordon Johnston Agreement with the FCBOCC. Mr. Blair handed out copies for the board to review and submit any suggestions or thoughts prior to a request for approval at the next board/committees meeting.

There was a motion to defer approval of the CGJ and FCTDC agreement until the next meeting on 2.24.15.

Motion: Pennycuff. Second: LaPaz. Passed.

Mr. Blair stated three board members visited our legislative representatives in Tallahassee in support of opposition of the proposed FCTDC statutes changes; particularly the proposed 10% of funds allocated for public safety issues.

Pam Portwood gave an update on the BBSB Kiosks to be placed in Carrabelle and Apalachicola. She presented a design and asked the board to approval a kiosk somewhere outdoors on the EPVC property.

Motion to approve the BBSB kiosk on the EPVC property (location TBD).
Motion: Cook. Second: Hewitt. Passed.

Mr. Blair reviewed the status of the 2015-16 grants; maritime exhibit and Visitor Center Displays. He distributed pictures of the lobby design. Ms. Clark reviewed the Maritime interpretive exterior displays on the Oyster industry.

Mr. Blair asked for approval on the proposed 2015-16 VF Grants EPVC design concept presented by exhibit consultant Mike Seibert and suggested Maritime Displays presented by Cindy Clark of Bay Media and authorize proceeding with completion of the projects in accordance with the Visit Florida grant requirements.
Motion: Hewitt. Second: Cook. Passed.

Ms. Hewitt inquired about the distraction of a permit board near the county line welcome signs and asked Mr. Blair to send a letter requesting the permit board be moved somewhere less distracting.

New Business: Mr. Blair presented the 2016-17 VF Grants; Pet Friendly Directory and Brochure and PSAs for the seafood industry.

Motion to approve the 2016-17 VF Grants projects.
Motion: LaPaz. Second: Pennycuff. Passed.

Fran Edwards presented an invitation and request for financial support from the board for the presentation by Randy Cohen, VP of American for the Arts Lecture, Tuesday, February 16, 2016.

Motion to approve a \$500 grant towards Mr. Cohen's lecture," Enhancing the Economic Development of the Arts".
Motion: Cook. Second: LaPaz. Passed.

Marie Marshall requested a \$500 grant for Apalachicola Art Museum's current Exhibit from the Smithsonian, "The Way We Worked".

Motion to approve \$500 grant for The Way We Worked Exhibit.
Motion: Cook. Second: LaPaz. Passed.

Public Comment: None.

Meeting Announcements: Due to some scheduling conflicts, the Board approved a change the March meeting dates as follows:

FCTDC March Board Meeting- CANCELED, Wednesday, March 9, 2016.
FCTDC JOINT Board Meeting and Committees Meeting, Wednesday, March 23, 2016, 2 P.M., EPVC

Motion: Pennycuff. Second: Cook. Passed.

Motion to adjourn the meeting at 4:23 p.m.
Motion: Pennycuff. Second: Hewitt. Passed.