

**Franklin County Tourist Development Council
Board Meeting
February 4, 2015, EPVC, 2 P.M.**

MINUTES

In attendance: Commissioner Pinki Jackel, Commissioner Frank Cook, Commissioner Brenda LaPaz, Walter Armistead, Beverly Hewitt, Diana Prickett, Rex Pennycuff, Janalyn Dowden

Absent: Chester Reese

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Lisa Munson, Tana Kendrick, Cindy Clark, Tamara Allen, Joe Taylor

Welcome/Call to Order: Commissioner Jackel called the meeting to order at 2:02 P.M. followed by prayer and Pledge of Allegiance and announcement of a quorum.

Introductions: none

Amendments to the Agenda: Commissioner Jackel asked for Public Comment be added to the Agenda.

Commissioner Jackel asked for an approval of the Minutes of January 7, 2015 Council Meeting.

Motion to approve minutes.

Motion: Pennycuff. Second: Cook. Passed.

Administrative Reports: Curt Blair presented the Administrative reports.

Cindy Clark, Bay Media gave an update; planning for second series of vacation getaway for Carrabelle Adventures Package. Ms. Clark also gave an update on the 2015-16 Visit Florida grant applications.

Commissioner Jackel suggested advertising in Pet magazine promoting our pet-friendly county and suggest this idea be referred to the marketing committee.

Committee Reports:

Grants Committee: Nothing to report.

Marketing Committee: Mr. Blair stated there were several motions needed to media approval.

Motion to approve modification of the annual buy schedule to delete any previous allocations of the \$6,800 of unplaced ads and approve \$3,500 for Rowland Publishing's NW Florida Weddings publication and \$3,000 for Plein Air 10th year anniversary edition to be funded from Promotions budget; internet marketing and print.

Motion: Pennycuff. Second: LaPaz. Passed.

Motion to approve up to \$2,000 to host a welcome reception at the EPVC for Plein Air 10th Anniversary to be funded from Promotions budget; special events/outreach.

Motion: Pennycuff. Second: Prickett. Passed.

Motion to approve expenditures of up to \$1,200 to host a Nashville Tennessean travel writer, March 3-5 to cover lodging, food, a boat tour and admission to local activities.

Motion: Cook. Second: Prickett. Passed.

Motion to approve submittal of two 2015-16 grant applications to Visit Florida to be paid from Promotions budget; Visit Florida Co-ops.

Motion: Prickett. Second: Pennycuff. Passed.

Motion to approve \$2,500 to employ a student at the rate of \$8.05/hour to assist in mailing Visitor Guides associated with quarterly promotions. Funded from Promotions Budget; special events/outreach.

Motion: LaPaz. Second: Cook. Passed.

Motion to approve up to \$1,000 to employ a student at the rate of \$8.05/hour to conduct surveys at local non-profit events. Funded from Promotions budget; special events /outreach.

Motion to approve 2kWeb Group for up to \$7,800 to develop a social media campaign promoting area non-profit events.

Motion: Pennycuff. Second: Cook. Passed.

Commissioner Jackel gave an update and asked for a motion for the FCTDC to make a recommendation to the county to get mile markers installed.

Motion: Hewitt. Second: Armistead. Passed.

Commissioner Jackel gave an update on the Cookbook idea and reported that it is too large of a project to approach at this time; \$50,000 needed up front and it takes up to 18 months to finalize. She request this idea be tabled and referred to the Marketing Committee.

Commissioner Jackel also requested the proposal for a High School Mentoring Program be referred to the Marketing Committee.

Administration and Budget Committee: Mr. Armistead gave brief update on bathrooms.

Continuing Business: none

Reports by Local Government Representatives:

Franklin County: Commissioner Jackel reported on the clean beach ordinance "Leave No Trace". There is a meeting at the SGI Firehouse, Feb 17 at 2pm.

City of Apalachicola: no report

City of Carrabelle: Commissioner LaPaz reported the FDOT is overseeing a beautification project for Triangle Park in Carrabelle. Janalyn Dowden reported on expansion of the Moorings additional 35 slips and walkover from ramp.

New Business:

Motion for \$500 request for matching funds to promote City of Carrabelle Waterfront Partnership for The First People of the Forgotten Coast Symposium, March 14, 2015.

Motion: Armistead. Second: LaPaz. Passed

Public Items for the Good of the Order:

Wednesday, February 18, 2015, 2 P.M. Committee Meeting, EPVC

Wednesday, March 4, 2015, 2 P.M. Council Meeting, EPVC

Meeting was Adjourned at 4:00 P.M.

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