

**Franklin County Tourist Development Council  
Committee Meetings  
Eastpoint Visitor Center  
Wednesday, March 18, 2015, 2 P.M.**

**MINUTES**

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

Absent: Commissioner Jackel, Walter Armistead, Janalyn Dowden

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Chuck Simpson, Delores Hardin, Cindy Clark, Chris Clark, John Solomon

**Marketing Committee**

Chester Reese, Chair called the meeting to order and gave an update on the Carrabelle fish kiosk which is very near completion.

Curt Blair gave a presentation on the Goodwill Hospitality Training Workshop; a 4-hour accredited program for front-line hospitality employees. It was suggested this course could be part of the FCTDC Training and Mentoring Program. The board discussed April 22nd or 29th, 2015 as dates to consider a program in Franklin County.

Cindy and Chris Clark of BayMedia gave a presentation on Story Mapping; a digital informational guide for smart phones. The application is downloaded to a phone and provides street maps of the area with information on local businesses.

Motion to approve the Story Mapping marketing opportunity for 100 sites for \$5,000 with \$1,000 from the Visit Florida Grant and \$4,000 from the FCTDC Promotions Budget.

Motion: Prickett. Second: Cook. Passed.

Ms. Clark presented a mock-up of the Carrabelle Self Guided Walking Tour brochure. Additionally, Ms. Clark stated that the Apalachicola Self Guided Walking Tour brochure was in need for a reprint.

Motion to approve reprint of the Apalachicola Self Guided Walking Tour brochure of which the cost of \$700 will be allocated from the FCTDC Visit Florida Grant.

Motion: Hewitt. Second: LaPaz. Passed.

Mr. Reese stated the fishing show, "Fins and Skins", was filming in Carrabelle and Franklin County. There was discussion on maximizing the exposure possibilities for Franklin County.

Mr. Blair presented an opportunity for a large, outdoor, metal Oyster Display and fisherman's memorial to be donated by Daphne Evanhoff and placed in the front lawn of the EPVC.

### Grants Committee

Diana Prickett, Chair, gave a presentation on the current FCTDC grant programs. There was discussion that only a few organizations have requested a \$500 special matching grant. It was suggested that any unused grant funds be reallocated for marketing purposes and in order to do so, these funds may be moved to the Promotions section of the 2015-16 budget.

There was discussion on removing the \$1500 media kits program for local non-profits and instead increase the \$1500 grant reimbursement program to \$2,000 for out of area marketing for local non-profits.

Sustaining grant contracts will be reviewed and updated for 2015-16. It was suggested that the Grant Committee continue to review current grants further at the next Grant Committee meeting.

### Budget Committee

Mr. Blair gave a presentation on the FY 2015-16 budget. There was discussion to allocate a portion of the, "Aid to Local Government Agencies" funds over a two year period, allowing more funds for the promotions budget.

Motion to move \$125,000 from Camp Gordon Johnston and \$20,000 from line item Eastpoint Visitor Center Maintenance to Promotions in the proposed FY 2015-16 Budget.

Motion: Reese. Second: LaPaz. Passed.

Meeting adjourned at 4:30 P.M.