

**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Wednesday, March 4, 2015, 2 p.m.**

**MINUTES**

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

Absent: Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Delores Hardin, Cindy Clark, Lisa Munson, Erin Murray, Tana Kendrick, Tamara Allen

Welcome/Call to Order: Walter Armistead temporarily sitting in for Chairperson Jackel, called the meeting to order at 2:02 p.m. followed by prayer, Pledge of Allegiance and announcement of a quorum.

Introductions: Cindy Clark introduced guest Erin Murray, Managing Editor of Nashville Lifestyles Magazine who will feature Franklin County as a travel destination in their May publication.

Amendments to the Agenda: None.

Approval of the Minutes of February 4, 2015 Council Meeting: Commissioner LaPaz asked for a correction on her report to reflect, "CRA", instead of, "FDOT", as the organization overseeing the beautification project of Triangle Park. With this change, Mr. Armistead asked for a motion to approve the minutes.

Motion to approve the Minutes of February 4, 2015.

Motion: LaPaz. Second: Reese. Passed.

Commissioner Jackel assumed the Chair.

Administrative Reports: Mr. Blair gave an update on the FCTDC Collections Report and the FCTDC Expenditures to Budget Report.

Cindy Clark gave her report and noted webstats up 37% from February 2014.

Tana Kendrick gave a presentation to the board on Social Media Marketing with the objective to increase awareness for Franklin County by utilizing popular social media outlets such as, Pinterest, Instagram, Youtube and Twitter.

Motion to approve utilizing Pinterest, Instagram, Youtube and Twitter social media channels and to include these vendors to those eligible for payment by use of the TDC credit card.

Motion: Chester. Second: Pennycuff. Passed.

Director's Report: Mr. Blair continued his report.

A total of 322 guests visited the EPVC last month.

The visitor center managers met last month to share ideas and will continue to meet quarterly. More visible store-front signage was a topic of concern.

Motion to approve \$700 per visitor center to enhance signage which will include the FCTDC logo.  
Motion: Armistead. Second: Hewitt. Passed.

Mr. Blair reminded the board that a discussion had occurred by the Board late last year to purchase promotional items but that no motion had been made. He requested a motion for approval for an allocation.

Motion to spend up to \$2500 for promotional items.  
Motion: Armistead. Second: Reese. Passed.

Cindy Clark made a presentation on a new GIS Map Application for the FCTDC. She gave a synopsis of how it could be an informational resource for Franklin County visitors with Smart phones.

Mr. Armistead suggested the idea be passed to the Marketing Committee meeting for review.  
Motion: Armistead. Second: LaPaz. Passed.

#### Committee Reports:

Marketing Committee: Mr. Reese presented the following motions from the Marketing Committee:

Motion for intent to approve \$250,000 for Camp Gordon Johnston given the funds are available and as an option can be split between the FY 2015-16 and FY 2016-17 budgets.  
Motion: Reese. Second: Cook. Passed.

Motion to approve a \$500 Special Grant request for the Carrabelle Artist Association's Coastal Art Show.  
Motion: Pennycuff. Second: Hewitt. Passed.

Motion to approve membership with the Apalachicola Bay Area Chamber of Commerce and the Carrabelle Chamber of Commerce.  
Motion: Hewitt. Second: Armistead. Passed.

Grants Committee: Nothing to report.

Budget Committee: Mr. Armistead gave his report from the Budget Committee and mentioned the SGI and Carrabelle Beach bathroom improvement plans will be reviewed.

Continuing Business: Mr. Blair reported on the placement of mile markers on Hwy 98 in Franklin County and adding banner signs stating, "information \_\_\_ miles", to existing county line FCTDC signs. He also reported on a request by Commissioner Massey about creating memorial markers on Highway 98.

Motion for the FCTDC to ask the FCBOCC to approve the installation of mile markers along Highway 98 with a proposed expenditure of up to \$2,500 with installation to be performed by the county.  
Motion: Reese. Second: Pennycuff. Passed.

Motion to ask FDOT to approve visitor information signs on Highway 98.  
Motion: Reese. Second: Pennycuff. Passed.

Motion for Sign Design to produce signs attached to Welcome signs indicating mileage to Visitor Information Centers.

Motion: LaPaz. Second: Hewitt. Passed.

Mr. Pennycuff suggested adding more signage along the roads to alert drivers of the entrance of the visitor centers.

Mr. Pennycuff made a presentation on a FCTDC Mentoring and Hospitality Training Program; a program to provide Franklin County students with scholarships, intern opportunities and training techniques.

Motion to approve FCTDC Mentoring and Hospitality Training Program; including funding for two \$500 scholarships in the 2015-16 budget.

Motion: Reese. Second: Pennycuff. Passed.

Reports by Local Government Representatives:

Franklin County: Commissioner Jackel asked the FCTDC to approve \$15,000 to fund the Dixie Youth Tournament in Carrabelle in June. She also stated \$38,000 was needed to replace playground equipment on St. George Island and the FCBOCC was asking the FCTDC to contribute \$10,000.

Motion to approve \$15,000 for the Dixie Youth Tournament and \$10,000 for playground repairs with funds from Reserves for Contingency.

Motion: Armistead. Second: Reese. Passed.

City of Apalachicola: No report.

City of Carrabelle: Commissioner LaPaz shared a drawing of the 12th Street Sidewalk Connector. She stated the Riverfront Festival is April 25 & 26th and reported that Steve Allen will present to the board in the near future. The Jail and Bail fundraiser is March 6, 2015 and the Coastal Art Show and First People of the Forgotten Coast events are this month .

New Business: None.

Public Comment: Deloris Hardin announced the U.S. Lighthouse Association was visiting Crooked River Lighthouse and the SGI Lighthouse this month.

Meeting Announcements:

Wednesday, March 18, 2015, 2 p.m. Committee Meetings at EPVC

Wednesday, April 8, 2015, 2 p.m. Board Meeting at EPVC

Meeting adjourned at 4:35 p.m.