

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, April 12, 2017, 2 P.M.**

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Janalyn Dowden, Diana Prockett, Walter Armistead, Chester Reese

Recording: Curt Blair, Jean Lane, Taylor Duhom

Guests: Tana Kendrick, Kathy Robinson, Dixie Partington

Absent: Rex Pennycuff

Chair Commission Sanders called the meeting to order.

Walter Armistead led prayer and Pledge of Allegiance.

There was a quorum.

Introductions: Tana Kendrick, Dixie Partington, Kathy Robinson.

Amendments to the Agenda: None

Commissioner Sanders asked for approval of the minutes.

Motion to approve the February 8, 2017 Board Meeting Minutes .

Motion: Armistead. Second: Cook. Passed.

Administrative Reports:

FTCTDC Collections: Mr. Blair presented the most recent collections report for the month of January during which \$41,668.57 was collected. Overall this year collections are up 17% and Mr. Blair noted that the increases were seen largely in April and October indicating that the TDC targeted marketing was being successful.

Mr. Armistead noted that the only way the TDC would be able to accurately predict the number of visitors would be to have a local lodging company licensing process. He stated he would like the Board pursue such a regulatory process.

Expenditures to Budget: Mr. Blair reviewed the expenditure to budget report with the board which indicated expenses were proceeding as normal.

2017-18 Budget: Mr. Blair presented to the Board a draft of the 2017-18 budget for discussion. He explained that the final would be presented to the Board at the May meeting. The Board discussed suggestions for the final draft.

Apalachicola Playground Equipment: Mr. Blair reminded the Board that they had approved an expenditure of \$12,000 for the City of Apalachicola to make improvements on their playground equipment. He noted that the invoice for that expenditure came in after the 2015-16 fiscal year. He requested the Board pass a motion to authorize the expenditure from the 2016-17 fiscal year.

Motion: To authorize the expenditure of \$12,000 for Apalachicola playground equipment in the current fiscal year.

Motion: Armistead. Second: Reese. Passed on a vote of 7-1. Beverly Hewitt cast a no vote.

Bay Media Report: Cindy Clark's , Media report was sent to the Board in its Agenda Packet, and is included by reference to these minutes. Mr. Blair reported, in Ms Clark's absence that a request had been made through Visit Florida to assist in providing two nights lodging for an upcoming visit by a German writer in May. Ms Clark recommended the expenditure

Motion to approve the lodging request. .

Motion: Armistead. Second: Cook. Passed.

2K Report: Tana Kendrick presented her report from 2KWebgroup on internet activity. She noted that the TDC received the most hits ever during the month of March

Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers for March 2017..

Mr. Blair gave a brief report on action by the Legislature. In addition he provided the Board with a copy of a letter he sent to Sen. Monford's office with support of Visit Florida. Mr. Blair also reported that the TDC had been requested to write a letter of support for the ANERR in the current national budget debate.

Motion: To send a letter to the Congressional Delegation expressing support for the Estuary program. .

Motion: Armistead. Second: Cook. Passed.

Policies and Procedures: Mr. Blair reported that the Board had received the final draft of the revised TDC Policies and Procedures in the mail. That the document included all the changes the board had seen before hand and that the document had been fully reviewed by the County Attorney. The document was being presented to the Board for final adoption.

Motion: To approve the Policies and Procedures document.

Motion: Armistead. Second: Cook. Passed

Provider Meeting: Kathy Robinson was introduced to discuss with the Board holding a meeting with the Apalachicola lodging providers. The Board discussed the request at length and agreed to hold three

meetings with local providers in Apalachicola, Carrabelle and St. George Island. Mr. Blair asked that Kathy and the Board members in the areas assist in pulling together and conducting the meeting.

Motion: To conduct three meetings with local lodging providers one each in Apalachicola, Carrabelle and St. George Island to provide assistance to local lodging providers.

Motion: Hewitt. Second: Cook. Passed

Vendor Contracts: Mr. Blair informed the Board that the Vendor Contracts would be being presented to the Board at the next meeting. He asked the Board if they wanted the move to two year contracts for the Vendors. After considerable discussion, the following motion was made.

Motion: To approve extending Vendor contracts to two years beginning in October 2018.

Motion: Armistead. Second: Reese. Passed

Artists of Apalachicola Area Association: Mr. Blair submitted a request to add the AAA to the TDC small grant program. The Board requested that a representative come to the Board in May.

Committee Reports:

Marketing Committee: Mr. Reese reported on discussions he was having regarding the “Fish Aggregating Devices”. (FADS). He indicated that he would be setting up a meeting soon with individuals that can help with pursuing the project.

Jean Mary: Mr. Bair reported that there was no new information about when the Jean Mary would be making the trip from Green Springs to Sanford.

Area Videos: Mr. Blair reported that WCTV was working on both a group of PSAs funded by a Visit Florida Grant and a video about Turtle Protection. In addition, the TDC had authorized having videos done for each area.

Grants Committee: Dixie Partington was in attendance to report on the TDC’s Sustaining Grant for the Dixie Theater.

Continuing Business:

Pet Friendly Grant: Taylor Duhon was present and made a report on the progress for doing a Pet Friendly promotion. She explained an inventory of all the pet friendly businesses was completed and that a brochure and TV ad was in the works. She distributed pet friendly stickers for each business and said the final project would be presented in May.

Hospitality Training: Jean Lane reported on the last Hospitality Training session the TDC conducted with Goodwill and Riverways South. She said there were 16 participants in the last session from lodging companies and restaurants. Final certificates for participants should be received shortly.

Reports by Local Governments:

Franklin County: Commissioner Sanders provided information to the Board on a highway signage program being initiated for Wildflower Corridors on Highway 67. She reported that additional corridors would be established throughout the county in conjunction with BBSB. Commissioner Sanders also reported that the Bathroom renovations in Carrabelle would begin shortly.

City of Apalachicola: No report.

City of Carrabelle: Mayor LaPaz reviewed with the Board the successes of the TDC sponsored Carrabelle Fly-in and presented a letter from Airport Director Tim Sullivan with information on the outcome of the event. The Mayor told the Board that the Fly-in was paid for by a \$10,000 grant from the TDC and that the Airport had \$2,000 left that was not spent. She asked the Board to allow the Airport to use the remaining funds for other airport events.

Motion: To allow the Carrabelle Airport to use the remaining funds from the TDC grant for other airport related events.

Motion: Armistead. Second: Cook. Passed

The Mayor also reported on her trip to Tallahassee as part of the Hospitality Days in the Legislature. She expressed her appreciation for the Board's support of the trip.

New Business:

None

Public Comments:

None

The next meeting of the TDC Board will be held on Wednesday May 10, 2017 at 2:00 P.M.

There are no committee meetings scheduled for the month of April.

Meeting adjourned at 4:05 p.m.