

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, April 8, 2015, 2 p.m.**

MINUTES

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

Absent: Chester Reese

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Delores Hardin, Cindy Clark, Lisa Munson, Tana Kendrick, Linda Minichiello, Mike Horvath, Jimmy Lashley, Jim Bachrach, Cal Allen, Daphne Evanhoff, Merrell Richardson, Rob Powis, Augusta West

Welcome/Call to Order: Chairperson, Pinki Jackel called the meeting to order at 2:00 p.m. followed by prayer, Pledge of Allegiance and announcement of a quorum.

Introductions: None.

Amendments to the Agenda: None.

Approval of the Minutes of March 4, 2015 Council Meeting: Commissioner Jackel asked for a motion to approve the minutes.

Motion to approve the Minutes of March 4, 2015.

Motion: Armistead. Second: Pennycuff. Passed.

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

Cindy Clark gave her marketing report. Ms. Hewitt suggested marketing to the niche market of motorcycle enthusiasts.

Tana Kendrick gave her web stats report.

Curt Blair reviewed visitor center statistics and gave a scenario of the Plein Air Welcome Reception being hosting by the FCTDC at the EPVC on May 1st.

Mr. Blair reported on a request from the Jackson County's TDC for a letter of support to endorse the ability for retirees from the hospitality industry to serve on a TDC board in a rural county with 75,000 or less people. The board deferred action on the Washington County request.

Mr. Blair introduced guest artist, Daphne Evanhoff. Ms. Evanhoff gave a presentation on her plan to create a Seafood Workers Memorial and suggested it be placed on the front lawn of the EPVC; the cost approximately \$5,000.

Frank Cook suggested the memorial not be restricted to only seafood workers but to all workers who lost their lives on the waters in Franklin County.

Motion to ask Mr. Blair to look for funds to support the memorial; \$5,000 from the 2015-16 budget, contingency reserves or a grant.

Motion: Armistead. Second: Hewitt. Passed.

Motion to refer idea to the Marketing Committee to decide if a sub or whole committee is needed to handle the logistics of the Memorial plan.

Motion: Pennycuff. Second: Cook. Passed.

Jim Lashley, President of the Franklin County Seafood Workers Task Force expressed his support of the memorial and his gratitude to the FCTDC.

Committee Reports:

Grant Committee: Diana Prickett, Chair, reported the committee continues to review current grant policies and procedures to determine the best use of grant funds for 2015-16 budget.

Marketing Committee: Mr. Blair reported on behalf of Chair, Chester Reese who was absent. Mr. Blair stated the banner-style visitor information signs, that include the mileage to the closest visitor center, are to be added to the current county line welcome signs. The costs is \$125 each for six signs.

Motion to approve \$750 for signage from Promotions budget.

Motion: LaPaz. Second: Cook. Passed.

Budget Committee: Walter Armistead, Chair, reviewed the first draft of the proposed 2015-16 Budget.

Continuing Business: Rex Pennycuff reported that the FCTDC Hospitality Training Course in conjunction with Goodwill Industries and Riverways South, is planned for April 22, 2015 from 1 P.M. to 5 P.M. at the Jay Abbott Firehouse on St. George Island. He asked for a motion to move forward with this program.

Motion to continue with planned Hospitality Training Course.

Motion: Pennycuff. Second: Prickett. Passed.

In lieu of hospitality training on the same day, Mr. Blair asked for approval to cancel the FCTDC Committees meetings.

Motion to approve the cancellation of the FCTDC Committees Meetings.

Motion: Armistead. Second: LaPaz. Passed.

Reports by Local Government Representatives:

Franklin County: No report.

City of Apalachicola: No report.

City of Carrabelle: No report.

New Business: Cal Allen, on behalf of the City of Carrabelle, asked the board to approve a \$500 Special Grant request for the visit of the ship, "Governor Stone", in Carrabelle and Apalachicola.

Motion to approve the City of Carrabelle's \$500 Special Grant request.

Motion: Armistead. Second: LaPaz.

Augusta West addressed the board for a \$500 Special Grant request for the Bay Community School Art Show.

Motion to approve the Bay Community School \$500 Special Grant request.

Motion: Armistead. Second: Cook. Passed.

Jim Bachrach, on behalf of the Apalachicola Historical Society, asked for \$500 Special Grant request to promote the Spring Ghost Walk.

Motion to approve the Apalachicola Historical Society's \$500 Special Grant request.

Motion: Hewitt. Second: LaPaz. Passed.

Public Comment: Mr. Bachrach presented on Historic Apalachicola Mainstreet's new, "Apalachicola Autos and Oysters", antique car show on November 13 and 14, 2015. Mr. Bachrach is requesting the event be considered for the 2015-16 Small Grants program.

Motion to a refer the Historic Apalachicola Mainstreet's request to be considered for the 2015-16 Small Grants program to the Grants Committee.

Motion: Armistead. Second: Cook. Passed.

Mike Horvath, Camp Gordon Johnston Association, handed out an invitation to the "Turning of the Hull", April 17, 2015 from 5 P.M. TO 7 P.M.

Janalyn Dowden shared an article on Apalachicola from the Beaver County Times in Beaver, PA.

Meeting Announcements:

Wednesday, April 22, 2015, 1 P.M.	FCTDC Hospitality Training, SGI Firehouse
Wednesday, April 22, 2015, 2 P.M.	Committee Meetings at EPVC - CANCELLED
Wednesday, May 6, 2015, 2 P.M.	Board Meeting at EPVC
Wednesday, May 20, 2015, 2 P.M.	Committee Meetings at EPVC

Meeting adjourned at 4:00 p.m.