

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, May 10, 2017, 2 P.M.**

In Attendance: Mayor Brenda LaPaz, Diana Prickett, Beverly Hewitt, Janalyn Dowden, Rex Pennycuff, Walter Armistead, Chester Reese

Recording: Curt Blair, Jean Lane, Taylor Duhom, Deborah Davis

Guests: Cindy Clark, Tamara Allen, Bill Barnes, Bill Micklet, Helen Cook, Marsha Lindeman, Caroline Ilardi, Paulette Moss, Royce Rolstad, Joe Taylor, Janice Loughbridge, David Butler, Tana Sterling, Lynn Wilson Spohrer

Absent: Cheryl Sanders, Frank Cook

Vice chairperson Prickett chaired the meeting in the absence of the Chair. Ms. Prickett called the meeting to order at 2:00 P.M..

Walter Armistead led prayer and Rex Pennycuff led the Pledge of Allegiance.

A quorum was established.

Introductions: Those in attendance in the audience introduced themselves..

Amendments to the Agenda: Mr. Blair asked that the Board consider taking the presentation by the Health Department and the Krew of the Salty Barkers out of order.

Motion to approve the amendment to the Agenda.

Motion: LaPaz. Second: Pennycuff. Passed.

Ms. Prickett asked for approval of the minutes.

Motion to approve the April 12, 2017 Board Meeting Minutes .

Motion: Reese. Second: Hewitt. Passed.

Report From Health Department: Marcia Lindeman made a brief report on the status of the Zika virus as it pertains to Franklin County and reiterated the Health Department's policy that education and prevention are the best tools in fighting the virus.

Krew of the Salty Barkers: Bill Barnes and Caroline Ilardi came before the Board to express their appreciation for the \$2,000 grant and showed a video highlighting the event.

Administrative Reports: Mr. Blair introduced Deborah Davis who had been hired to fill the position of bookkeeper to the TDC.

Collections: Mr. Blair distributed the Collections report which included collections through February 2017. Revenues for February were \$60,422.61 which was down from February of 2016 by \$4,071. Revenues are up overall for the current fiscal year 11%.

Budget to Expense Report: Mr. Blair reported that the report was not available yet as a result in the change of bookkeeping staff. He told the Board the report would be ready at the next board meeting.

2017-18 FY Budget: Mr. Blair presented the budget for the coming fiscal year. He reported to the Board that the budget anticipated \$1 million 1 Hundred Thousand in revenue which allowed for an increase of \$50,000 in promotional expenses.

Audit: Mr. Blair told the Board that the first order of business for the new bookkeeper would be to complete the audit begun earlier. He stated that the Budget Committee would review the audit when completed.

Bay Media Report: Cindy Clark, Bay Media, presented the media report. Ms Clark asked for approval of requests for Travel Writer assistance during May of this year.

Motion to approve funds for writers including ones from Germany and the Tampa Times. .

Motion: LaPaz. Second: Reese. Passed.

Web Stats: Tana Kendrick presented the data report for the web site and asked for questions.

Visitor Center Report: Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers for the month of April. There were a total of 2,913 visitors recorded for the month.

Administrator Comments:

Mr. Blair reported on the status of legislation at the end of the Florida legislative session. He reported that the Senate and the House agreed upon cutting the Visit Florida appropriation from \$85 million to \$25 million and added a number of additional reporting requirements to the organization's responsibilities. He reported that the Governor has not acted on the legislation but is intended to do so by the middle of the month.

Mr. Blair also reported on the Triumph bill that passed in the last week of session. The bill appropriates \$330 million to the Triumph organization for distribution to the 8 affected counties including Franklin. He reported also that the bill included the addition of two new positions on the Triumph board for rural counties. He stated that he had met with Jennifer Jenkins at the Gulf TDC who is presently Chair of a TDC organization representing the 8 affected counties and that he requested a meeting be set up to discuss a possible application for funds.

Contracts: Mr. Blair reported that he was working with the County Attorney to fix a glitch in the Vendor contracts and that they would be presented to the Board in June. He also presented to the Board a list of non-profits that were recipients of the small grant and sustaining grant funds. He asked the Board if they wanted staff to move ahead to prepare contracts for the existing Sustaining Grant recipients.

Motion: To prepare contracts for the seven Sustaining Grant recipients for presentation to the June Board meeting.

Motion: Reese. Second: Pennycuff. Passed

Scholarships: Mr. Blair apologized that the Scholarship program fell through the cracks as a result in the change of staff. He had been working with the Guidance Department at the Franklin County Schools but as of yet has received no recommendations for possible recipients.

98 Corridor: Mr. Blair distributed a draft brochure that was produced with the 98 Corridor planning grant. After questions the Board agreed to hold a Marketing Committee meeting to review and possibly make changes in the material.

Committee Reports

Grants: The Board heard presentations from three Sustaining Grant recipients in a continuation of the review of grant recipients. This month's presentations included the Carrabelle Cares, Apalachicola History, Arts and Culture program and Camp Gordon Johnston. During discussions, David Butler reported on the progress of the Camp Gordon Johnston construction assuring members that the cost would come within budget allocations.

Marketing: FADS (Fish Attraction Devices) Mr. Bill Mickler member of the Organization for Artificial reefs and the Coastal Conservation Association appeared before the Board to discuss interest in the installations of FADs in Franklin County. He reported on the groups' involvement with recent artificial reef work off of Carrabelle and suggested that the Board might want to consider artificial reefs as opposed to FADs because of regulation requirements. The Board agreed to continue working on fish attraction devices as a way of improving fishing in the area.

Jean Mary: Mr. Blair reported that there had been no new information on moving the Jean Mary since the last report.

Reports by Local Governments:

Franklin County - No Report
City of Carrabelle - No Report
City of Apalachicola - No Report

Reports from Member Organizations: None

New Business:

Artisits of the Apalachicola Area: Lynn Wilson appeared with board members of the AAA requesting a slot in the Non-profit Small Grant program.

Motion: To approve the AAA request.

Motion: LaPaz. Second: Dowden. Passed.

Public Comment: None

FCTV – PSAs: At the end of the meeting Royce Rolstad presented six videos that had been created under a Visit Florida Grant for the Board's consideration. During discussion the board requested that Royce review the material currently being shown on FCTV and remove outdated information.

The Meeting was adjourned at 4:20 P.M.

The next meeting of the Board will be held on June 14, 2017 at the EPVC.