

**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Wednesday, May 6, 2015, 2 p.m.**

**MINUTES**

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

Absent: Diana Prickett, Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Delores Hardin, Lisa Munson, Tana Kendrick, Linda Minichiello, Mike Horvath

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 April 8, 2015 Council Meeting: Commissioner Jackel asked for a motion to approve the minutes.

Ms. Hewitt requested in the future, that the minutes reflect the names of those who opposed motions.

Motion to approve the Minutes of April 8, 2015.

Motion: Reese. Second: Cook. Passed.

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

Media: On behalf of Ms. Clark, Mr. Blair presented on a marketing opportunity to advertise on the Tallahassee COCA website with a banner ad with a unique URL. The demographics fit the FCTDC market. Distribution is 8,000 members. Cost is \$100/week, minimum 5 months.

Motion to approve COCA advertising opportunity with funds from Promotions budget.

Motion: Reese. Second: Pennycuff. Passed.

There was some initial discussion to review the production of the FCTDC Visitors Guides and to consider options to reduce or eliminate the costs. Staff is to review options.

Mr. Blair mention that there will be a review of current policies and procedures for next year as well.

Web Stats: Ms. Kendrick gave her web stats report.

Mr. Blair reviewed visitor center statistics and gave a recap of the success of the Plein Air Welcome Reception.

Mr. Blair requested a motion to approve a modification in the media buy schedule.

Motion to approve modification of the annual buy schedule to include \$3,500 for Rowland Publishing's NW Florida Weddings publication and \$5,000 for the Plein Air 10th year anniversary edition and \$1,500 for a pet friendly option to be selected by Bay Media and to be funded from the Promotions budget.

Motion: Pennycuff. Second: Cook. Passed.

There was discussion on how to ensure VRBO rentals are in compliance with the tourist tax in Franklin County. Chairperson Jackel recommended a sub-committee to research and report on the situation. Mr. Reese volunteered and Ms. Dowden volunteered as Chair.

Motion to approve the VRBO sub-committee.

Motion: Hewitt. Second: Cook. Passed.

Mr. Blair distributed a copy of an addendum to the 2k Web Group Scope of Services Agreement, Social Media Services for an additional services of 17 hours/month for the FCTDC internet program to regularly access platforms such as; Facebook, Twitter, Instagram, Pinterest and Google.

Motion to approve an addendum to 2014-15 2k Web Group Scope of Services Agreement to reflect an increase in the scope of work to include development and implementation of a social media program at the rate of \$717.50/month through September 30, 2015. All other contract items remain the same.

Motion: Reese. Second: LaPaz.

Committee Reports:

Grant Committee: No report.

Marketing Committee: Mr. Reese announced the Carrabelle Fish Kiosk was completed and on display.

Budget Committee: Oh behalf of Mr. Armistead, Mr. Blair presented the proposed 2015-16 budget and requested an approval.

Motion to approve the 2015-16 Budget.

Motion: Reese. Second: Cook. Opposed: Pennycuff. Motion passed.

Continuing Business: Mr. Pennycuff reported on the success of the FCTDC Hospitality Training Course last month at St. George Island.

Reports by Local Government Representatives:

Franklin County: No report.

City of Apalachicola: No report.

City of Carrabelle: No report.

New Business: Mr. Blair presented a \$500 Special Grant request from the Carrabelle Waterfront Partnership to remove a capsized boat from the river. There was discussion and a motion.

Motion to request Carrabelle Waterfront Partnership to provide more detailed information including; a binding contractor's proposal and letters of commitment from other sources specifying their funds. The FCTDC Board will provide a letter of support to the FWC or appropriate agency.

Motion: Reese. Second: Dowden. Opposed: Hewitt. Motion passed.

Mr. Blair shared an article from the Tallahassee Democrat that focused on Franklin County as a binge drinking county. There was discussion among the board and Mr. Blair with respond by following up with the Tallahassee Democrat.

Public Comment: Mr. Horvath reported on the success of Camp Gordon Johnston Days.

Meeting Announcements:

Wednesday, May 20, 2015, 2 P.M.	Committee Meetings; Vendor Presentations at EPVC
Wednesday, June 3, 2015, 2 P.M.	Board Meeting at EPVC

Meeting adjourned at 4:40 p.m.