



**Franklin County Tourist Development Council
Committee Meetings
Eastpoint Visitors Center
Wednesday, June 17, 2015, 1 P.M.**

MINUTES

In attendance: Commissioner Frank Cook, Commissioner Brenda LaPaz, Chester Reese, Beverly Hewitt, Rex Pennycuff
Walter Armistead, Janalyn Dowden, Dianna Prickett

Absent: Commissioner Pinki Jackel

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tamara Allen, Tana Kendrick, Cindy Clark

VRBO Committee Meeting

Chair, Janalyn Dowden called the meeting to order at 1:05 p.m.

The purpose of the meeting was to discuss the potential loss of revenue from tourist taxes not collected by owners of VRBO rentals. There was discussion on how to identify, regulate and monitor those not conforming to the regulations and laws. The Committee shared different ideas and thoughts on how to handle the process.

After further discussion it was suggested the FCTDC staff look into how other Tourist Development Councils may be handling the same issue and report back to the Committee.

Meeting adjourned at 1:40 p.m.

Administration/Budget Committee Meeting

Walter Armistead, Chair called the meeting to order at 1:43 p.m.

Mr. Blair started to review the FCTDC Policy and Procedures updates to be presented to the county attorney for approval.

There was discussion on the definition and clarification of beach park facilities. It was suggested to review the policy and definition of other TDCs.

The meeting was postponed until after the scheduled Marketing and Grants Committee meetings, from 2 p.m. - 3:30 p.m.

Meeting adjourned at 2 p.m.

Marketing Committee Meeting

Chester Reese, Chair, called the meeting to order at 1:55 p.m.

Mr. Blair presented the first outline of the 2015-16 Promotions Budget to include approved line items.

Mr. Blair reported that he was asked if the FCTDC would consider separating vacation rental management companies from other rental properties on the drop down menu on the saltyflorida.com website. After discussion the Committee decided there was no benefit or reason to make this change.

Motion to leave the drop down menu for rental company listings on the website as is.

Motion: Hewitt. Second: Dowden. Passed.

Mr. Blair presented proposed layout and content changes for saltyflorida.com to update and enhance the site and increase visits. New ideas suggested include; adding rich content, possible partnerships and new photos and videos which will also be used in advertising production.

Ms. Clark said the costs could be funded in part or whole by two Visit Florida grants totaling \$15,000.

The Committee agreed to update the website and asked for staff to come back with a proposal on costs for photography and videography.

Mr. Pennycuff, Vice-Chair, took over for Mr. Reese who had to leave the meeting.

Tamara Allen, representing Trial of Florida's Indian Heritage, addressed the Committee to support this association with a \$250 annual membership which would promote Indian culture and history in Franklin County.

Cindy Clark, Bay Media announced the Pet Friendly Getaway promotion is starting July 1 and she reviewed a fall advertising plan to include Florida Sport Fishing. She also mentioned the Food & Travel Magazine ad is coming out soon.

Motion to allow Ms. Clark to determine advertising opportunities for the Fall.

Motion: Hewitt. Second: Prickett. Passed.

Meeting adjourned at 2:45 p.m.

Grants Committee Meeting

Diana Prickett, Chair, called the meeting to order at 2:45 p.m.

Ms. Prickett stated the Grant policies were to be reviewed for 2015-16 FY.

Laura Graham presented an overview of the current grants; \$500 Special Request Grants, \$1500 NP Event Promotional Assistance Grants (including Media Kits) and Sustaining Grants. There was discussion on the policies and processes of all FCTDC grants and the changes considered necessary.

There was discussion on the validity of the \$500 Special Grant Requests.

Motion to reallocate funds for \$500 Special Request Grants to the \$1500 NP Event Promotional Assistance fund.

Motion: Armistead. Second: Hewitt. Passed.

\$1500 Grants and Sustaining Grants were discussed and the following changes were suggested:

- All contracts should be consistent in nature.
- Ensure all grant recipients submit their annual budgets.
- Require an Agreement for approved 2015-16 \$1500 Grant recipients.
- The \$1500 Grant is a 50/50 match grant program; meaning \$3000 in advertising expenses only is required to receive the total \$1500 reimbursement or 50% of the total amount submitted up to \$1500.
- Ad copy will be required when submitting for reimbursement.
- Only "off-season" events that fall between the day after Labor Day and the Day before Memorial Weekend are eligible.

Motion to approve changes on guidelines and processes as presented above.

Motion: Pennycuff. Second: Hewitt. Passed.

The Committee asked for a reconsideration of the previous motion by Mr. Armistead to allow future discussion on reallocation of the \$500 Special Grants and for the TDC staff to provide an update on Grant expenditures.

Motion to reconsider previous motion to reallocate funds for \$500 Special Request Grants to the \$1500 NP Event Promotional Assistance fund.

Motion: Armistead. Second: Hewitt. Passed.

Motion to table this discussion until the July 22, 2015 Grant Committee Meeting.

Motion: LaPaz. Second: Cook. Passed.

Meeting adjourned at 4:20 p.m.

Administration/Budget Committee Meeting

The Administration/Budget Committee Meeting continued at 4:21 p.m.

Mr. Blair continued to present FCTDC policy and procedure updates.

Mr. Blair asked for a motion to approve presented policy changes to the county attorney.

Motion: Pennycuff. Second: LaPaz. Passed.

Meeting adjourned at 4:40pm.