

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, June 3, 2015, 2 p.m.**

MINUTES

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

Recording: Curt Blair, Jean Lane

Guests: Homer Hirt, Pam Portwood, Mike Horvath, Linda Minichiello, Steven Allen, Tana Kendrick, Bess Grasswick, Cindy Clark, Tamara Allen, Bo May, Lisa Munson

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: The Chair recognized Homer Hirt, President of Riverways South and Pam Portwood the Riverways Executive who made a brief presentation on Riverways.

Amendments to the Agenda: None.

Approval of the Minutes of May 6, 2015 Council Meeting: Commissioner Jackel asked for a motion to approve the minutes.

Motion to approve the Minutes of May 6, 2015.

Motion: Reese. Second: Cook. Passed.

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

Media: Cindy Clark presented her marketing report which included the announcement that Dr. Beach had designated St. George Island as the nations 3rd best beach; and that the FCTDC had been approved by Visit Florida for two grants in the current funding cycle. Ms. Clark also asked the Board to approve the next "Get-a-Way" promotion as a pet friendly promotion to the City of Apalachicola. Ms. Clark suggested the promotion would include a two night stay in a pet friendly hotel, 2 meals at pet friendly restaurants and a gift arrangement from local pet retailers.

Motion to approve the proposed "Pet Friendly Get-a-Way".

Motion: Pennycuff. Second: Hewitt. Passed.

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

Mr. Blair reported on the preparation of a policy statement for reimbursement of board members which had been prepared with the help of County Attorney Michael Shuler. Mr. Blair reminded the Board that the procedures for determining vendors for travel writers and visitors had been in place for some time including a rotation system to insure fairness in the selection of vendors and the policy served to memorialize that process.

Motion to adopt the policy attached.

Motion: Hewitt, Second: Prickett. Passed.

Mr. Blair presented three requests for services from travel writers for approval by the board.

- Elaine Stevens from Biloxi Mississippi writing for, "See South Mississippi".
- John O'Hagan a photographer doing work for, "Southern Lady Magazine" – This is a joint effort between the FCTDC and the Apalachicola Chamber.
- Nancy Spraker doing a story on Carrabelle for, "Southern Boating Magazine".

Motion to approve the requests.

Motion: Hewitt. Second: Pennycuff. Passed.

Mr. Blair informed the Board that it was time to consider the vendor contracts for the coming year. These contracts include: Allyn of Franklin County – Administration; Bay Media – Print and Production; 2K WebGroup – Website and Internet; Forgotten Coast TV – Video and Television.

Motion to approve continuation of services from each of the existing vendors for FY 2015-16.

Motion: Armistead. Second: Reese. Passed.

Mr. Blair explained that the contracts for each vendor would be brought to the Board at the July Meeting.

Introductions: Continued.

The Chairman announced the arrival of Audra Pittman, PhD the Executive Director of COCA the area arts and cultural organization. Ms. Pittman gave a brief presentation thanking the board for the partnership recently developed between COCA and the TDC.

Committee Reports:

Grant Committee:

Diana Prickett announced the Grants Committee would be meeting this month to go over grants policies.

Marketing Committee: .

Mr. Reese reported on the presentations made at the last Committee meetings by area advertising vendors. He said that the information would be considered as the TDC prepares its marketing strategy for 2015-16.

Mr. Reese introduced Bess Grasswick who is replacing Chuck Simpson as Rowland Publishing's area representative.

Admin/Budget Committee:

Mr. Armistead announced that the Administrative Committee would be meeting to discuss revisions to the FCTDC policy and procedures document.

VRBO:

Ms. Dowden announced that the Ad hoc Committee on VRBO would meeting on June 17 beginning at 1:00 P.M.

Continuing Business: None

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 Friends of the Reserve for their annual Estuaries Day.

Motion to approve the request by the Friends of the Reserve.

Motion: Cook. Second: Prickett. Passed.

Mr. Blair presented a request from the Ilse Newell Fund for the Performing Arts, Inc. to be the organizational entity with whom the FCTDC contracts for the group's activities. Mr. Bo May, chairman of the group was present for questions.

Motion to approve the requested change.

Motion: Reese. Second: Cook. Passed.

Summer Board Schedule:

Motion: To cancel the regular board meetings for the months of July and August and to schedule special meetings of the board to coincide with committee meetings for those two months. The purpose of the Special Board meetings is determined to be:

- To hear reports and take action on recommendations from Committees and staff
- To review and take action on Vendor contracts for fiscal year 2015-16
- To review and take action on Visitor Center contracts for fiscal year 2015-16
- To review and take action on proposed Marketing Strategy for fiscal 2015-16
- To conduct additional business as may be determined necessary by the Board

Motion: Hewitt. Second: Prickett. Passed.

Public Comment:

Mr. Horvath reported on the success of recent activities of Camp Gordon Johnston and announced that there would be an article in the Democrat this weekend. He also expressed his concern that the group's request for a legislative appropriation was uncertain.

Mr. Steve Allen announced that he was now serving as the President of the Carrabelle Lighthouse Association.

Meeting Announcements:

Board Meetings: Wednesday, July 8, 2015, 2 P.M. Cancelled
 Wednesday August 5, 2015, 2 P.M. Cancelled

Special Board Meetings: Wednesday, July 22, 2015, 2 P.M.
 Wednesday, August 19, 2015, 2 P.M

Committee Meetings: Wednesday, July 22, 2015, in conjunction with Special Board meeting
 Wednesday, August 19, 2015, in conjunction with Special Board meeting

All scheduled meetings will be held at the Eastpoint Visitor Center.

Meeting adjourned at 4:40 p.m.