



**Franklin County Tourist Development Council  
Special Meeting and Committee Meetings  
Eastpoint Visitors Center  
Wednesday, July 22, 2015, 2 P.M.**

**MINUTES**

In attendance: Commissioner Pinki Jackel, Commissioner Brenda LaPaz, Chester Reese, Beverly Hewitt, Rex Pennycuff, Walter Armistead, Dianna Prickett

Absent: Commissioner Frank Cook, Janalyn Dowden

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tamara Allen, Cal Allen, Steven Allen, Bess Grasswick, Royce Rolstad, Cindy Clark

Commissioner Jackel called the meeting to order at 2:00 p.m. There was prayer and Pledge of Allegiance. Commissioner Jackel asked for approval of the minutes.

Motion to approve the June 3, 2015 Board Meeting minutes and the June 17, 2015 Committee Meetings minutes.

Motion: LaPaz. Second: Pennycuff. Passed.

Curt Blair reviewed the Collections Report. Mr. Blair stated all vendor and visitor center contracts have been approved by the FCBOCC for 2015-16. Sustaining Grants contracts are still in review.

**Marketing Committee**

Cindy Clark presented her Ad Buy Schedule and asked for approval for the costs from the Promotions Budget for \$15,050.

Motion: Hewitt. Second: Reese. Passed.

It was requested to show the board the ad copy for Woodalls/Good Sams once the production was completed.

Mr. Blair asked for a motion to approve \$250 for membership to the Trail of Florida Heritage Directory.

Motion: LaPaz. Second: Reese. Passed.

Ms. Clark as for a motion to approve \$299 registration fee for the Visit Florida Governor's Conference on Tourism.

Motion: Armistead. Second: Reese. Passed.

## Grants Committee Meeting

Diana Prickett, Chair, presented the following suggested changes for 2015-16 Grants:

1) \$500 Special Request Grants: Recommendation to discontinue this as a standing grant program and to reserve the \$8,000 in the FCTDC budget for the Board to use to respond to exceptional requests that have not been scheduled for the fiscal year. These grants would be on a reimbursement basis for promotional expenses, require FCTDC recognition in printed materials paid for by grant funds, paid upon submittal of receipts and publication proof. Reimbursement requests would be required to be submitted within 90 days of the event. No match required.

2) Non-Profit Event Promotions: Recommendation to increase the non-profit promotion grants from \$1,500 to \$2,000. Funds must be used for out of area promotions. No match required. Recipients may purchase from the FCTDC Vendors media packages to include; internet, print, radio and TV. Such purchases will be considered to qualify for out of area marketing when made from these identified vendors. Grants would be on a reimbursement basis for promotional expenses, require FCTDC recognition in printed materials paid for by grant funds, be paid upon submittal of receipts and publication proof. Reimbursement request would be required within 90 days of the event. A list of recognized non-profits will be approved by the FCTDC Board in July or August of the preceding fiscal year. Additional groups may be considered over the course of the fiscal year dependant on available funds. Groups interested in participating in the Promotions program would be required to register their interest each summer on approved FCTDC forms and agree to the terms of the contract.

3) Media Kits: this program would be folded into the Non-Profit Event Promotions Grants (#2).

Commissioner LaPaz ask it be noted for the record that there has been significant time and discussion by the board on grants over the past few months.

Commissioner Jackel asked for approval of the above grant changes 1 through 3.

Motion: Reese. Second: Armistead. Passed.

There was discussion on the Sustaining Grants Program.

There was a motion to transfer \$20,000 from Promotions to Sustaining Grants to increase the seed grants from \$10,000 to \$20,000 with final approval of all Sustaining Grant recipients pending review of the organizations financials.

Motion: Armistead. Second: Reese. Opposed: Pennycuff and Hewitt. Passed.

Mr. Blair asked for approval on this current year's list of non-profit organizations for the 2015-16 fiscal year.

Motion: Armistead. Second: Reese.

After further discussion Mr. Armistead withdrew his motion to approve the organizations until the August 19 meeting when staff can also submit a list of the organization's events.

Motion to table approval of the non- profit event promotions grant recipients to the August 19 meeting.

Motion: Armistead. Second: Reese. Passed.

Ms. Clark asked for amendment to the Ad Buy approval for an additional \$88 dollars.

Motion: Armistead. Second: LaPaz. Passed.

Chester Reese announced Fish Kiosk ribbon cutting, Thursday, July 30, 11am.

Ms. Jackel suggested that Riverways South add all lighthouses in Franklin County to their brochure. Mr. Blair will relay the suggestion.

Meeting adjourned 4:05pm.