



**Franklin County Tourist Development Council  
Special Meeting and Committee Meetings  
Eastpoint Visitors Center  
Wednesday, August 19, 2015, 2 P.M.**

**DRAFT MINUTES**

In Attendance: Commissioner Pinki Jackel, Commissioner Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Rex Pennycuff, Diana Prickett, Janalyn Dowden  
Absent: Chester Reese, Walter Armistead  
Recording: Curt Blair, Laura Graham, Jean Lane  
Guests: Mike Horvath, Tamara Allen, Cal Allen, Bess Grasswick, Royce Rolstad, Cindy Clark, Tana Kendrick, Caty Greene, Lisa Munson, John Solomon, Paulette Moss, Joe Taylor

Commissioner Jackel called the meeting to order at 2:07 p.m. There was prayer and Pledge of Allegiance. Commissioner Jackel asked for approval of the minutes from July 22, 2015 Special and Committees Meetings.

Graham stated a correction to the minutes as follows, "It was requested to show the board the ad copy for Woodall's/Good Sams once the production was completed."

Motion to approve minutes with above amendment.  
Motion: Hewitt. Second: LaPaz. Passed.

Commissioner Jackel requested that future minutes include the vote count when not a unanimous vote.

Blair presented the Collections report through May and noted it is trending at 7%. Commissioner Jackel noted FCTDC is in line with the state of Florida which is experiencing record numbers in tourism this year.

Blair reminded the board of the social media advertising opportunities presented in the past and asked for approval to move forward.

Motion to approve \$3,000 from the 2014-15 Promotions Budget for social media advertising on popular search engines.  
Motion: LaPaz. Second: Hewitt. Passed.

Blair stated a second certified hospitality training class was planned for October 14, 2015 at 1 p.m. at the St. George Island firehouse. There are scholarships available. Classes are open to lodging and restaurant front line employees and other interested people. For more information contact the TDC.

Blair presented the 2015-16 Promotions Budget for the board's approval.

Motion to accept the 2015-16 Promotions Budget.  
Motion: Pennycuff. Second: Cook. Passed.

### **Marketing Committee**

Cindy Clark presented a preliminary 2015-16 Ad Buy Schedule and asked for approval for the costs from the 2015-16 Promotions Budget for \$40,555.

Motion to approve the 2015-16 Ad Buy Schedule as presented from the 2015-16 Promotions Budget.  
Motion: Prickett. Second: Cook. Passed.

John Solomon from the Apalachicola Bay Chamber of Commerce presented a Gallery Guide brochure and asked the FCTDC to split printing costs at \$250 each.

Motion to approved \$250 from the Promotions Budget for the Gallery Guide brochure printing.  
Motion: Hewitt. Second: Cook. Passed.

### **Grants Committee**

Graham asked for approval of the 2015-16 Sustaining Grants' contract. There was discussion to amend line item #10 to state the FCTDC has the right to request a financial statement and/or a tax return from grant recipients to annually qualify eligibility of the recipient.

Motion to approve the 2015-16 Sustaining Grant contract with the above amendment.  
Motion: Prickett. Second: LaPaz. Passed.

Blair asked the board for the approval of \$20,000 for all seven current sustaining grant recipients. Commissioner Jackel asked to table the decision until the September meeting in order for the FCTDC staff to qualify each Sustaining Grant recipient.

Motion to table the decision to approve all seven sustaining grant recipients at \$20,000 until September's board meeting.  
Motion: Hewitt. Second: Prickett. Passed.

Blair asked for approval of the \$2,000 grant recipients on the list of Non-Profit Events Promotions Recipients.  
Motion: Hewitt. Second: LaPaz. Passed.

Blair asked for approval for the costs of the first Getaway Winner contest from the Promotions budget for meals, boat trip and cleaning fees at Resort Vacation Properties. Prickett was recused from voting because of a conflict of interest.

Motion to approve Getaway Contest Winner's costs as presented.  
Motion: Pennycuff. Second: Cook. Passed.

Meeting adjourned at 4:18 p.m.