



**Franklin County Tourist Development Council
Committee Meetings
Eastpoint Visitors Center
Wednesday, September 16, 2015, 2 P.M.**

MINUTES

In attendance: Mayor-Elect Brenda LaPaz, Commissioner Frank Cook, Chester Reese, Beverly Hewitt, Rex Pennycuff, Diana Prickett, Janalyn Dowden

Absent: Commissioner Cheryl Sanders, Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tana Kendrick, Cindy Clark, Dr. Helen Tudor

Marketing Meeting

Chester Reese, Chair, called the meeting to order at 2:05 P.M. followed by prayer and The Pledge of Allegiance.

Cindy Clark, Bay Media presented four getaway packages to be used in future advertising and promotions. Packages are themed toward our brand and support the off season events.

Motion to approve the packages as presented.

Motion: Pennycuff. Second: Cook. Passed.

Curt Blair presented a timeline for a maritime memorial honoring those who lost their lives in the waters of Franklin County. He mentioned that the FCTDC has a \$5,000 Visit Florida grant that can be used toward the memorial along with matching funds from the FCTDC budget. RFP's for bids on the memorial will go out within two weeks. The deadline to complete the memorial is May. Blair escorted the board to the area on the EPVC property where the memorial would be placed; east side of the front lawn between incoming driveway and property border.

Blair asked for a motion to approve the designated site for the memorial.

Motion: Hewitt. Second: Cook. Passed.

Motion to approve the set timeline for the memorial.

Motion: LaPaz. Second: Prickett. Passed.

Blair announced that the October Hospitality Training Class is almost full and requested more funds for the class to provide scholarships and drinks.

Motion to approve \$500 from the Promotions Budget for the October Training class.

Motion: Pennycuff. Second: Prickett. Passed.

Blair mentioned that Ronnie Segree brought in a CD with his collections of Buffet style music to see if the FCTDC would be interested in selecting one to use.

Clark presented additional ad buy opportunities.

Motion to approve additional ad buys as presented.

Motion: Pennycuff. Second: Hewitt. Passed.

Clark presented an update on the Digital Tour GIS program.

Grants Meeting

Laura Graham presented a new one page 2015-16 Agreement for the Non Profit Event Promotions recipients. The purpose of the agreement is to set guidelines and requirements for this FY's approved organizations.

Motion to approve the 2015-16 FCTDC Non Profit Event Promotion Agreement.

Motion: Reese. Second: Cook. Passed.

Graham presented a \$500 special grant request from Franklin Needs.

Motion to approve \$500 for Franklin Needs 3rd Annual Pink Out event.

Motion: Reese. Second: Hewitt.

Administrative/Budget Meeting

Blair suggested the FCTDC board meetings be changed to the second and fourth Wednesday of the month. There were no objections from the present board members.

Public Comment: Dr. Helen Tudor gave a brief presentation on the status of the Chapman House.

Meeting adjourned at 3:28 P.M.