

**Franklin County Tourist Development Council  
Board of Directors  
Eastpoint Visitors Center  
Wednesday, September 3, 2015, 2 P.M.**

**MINUTES**

In attendance: Commissioner Cheryl Sanders, Chester Reese, Beverly Hewitt, Walter Armistead, Commissioner Frank Cook, Janalyn Dowden

Absent: Diana Pricket, Rex Pennycuff, Commissioner Brenda LaPaz

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, Tamara Allen, Royce Rolstad, Cindy Clark, Tana Kendrick, Carrie Keinzle, Kim Davis, Bo May, Joe Taylor, Lisa Munson, Joan Matey

Commissioner Sanders , representing the BOCC called the meeting to order at 2:00 p.m. There was prayer and Pledge of Allegiance.

A quorum was established.

Mr. Blair announced that Commissioner Jackel would be replaced as the BOCC appointee as a result of being appointed to the position of Supervisor of Elections. That the position of chairperson needed to be filled.

Motion: To elect Commissioner Sanders chair.

Motion: Armistead. Second: Hewitt. Passed Unanimously

Commissioner Sanders asked for approval of the minutes.

Motion to approve the August 19, 2015 Board Meeting minutes.

Motion: Hewitt. Second: Cook. Passed Unanimously.

Administrative Report: Curt Blair reviewed the Collections Report with the Board. The monthly financials were presented to the board.

Cindy Clark reported on her attendance at the Governor's Conference in Tampa. She reported that the City of Apalachicola was recognized for their tour mapping process that was prepared by Bay Media and funded in part by the FCTDC. Ms. Clark also presented the board with an opportunity to participate in RV Traveler Guide brochure with no cost to the FCTDC.

Motion: To accept the offer from RV Traveler Guide brochure.

Motion: Armistead. Second: Cook. Passed Unanimously

Tana Kendrick presented to the board the web hit statistics from 2K WebGroup which will become part of these minutes.

Mr. Blair presented the Visitor Center stats which will become part of the official minutes.

Mr. Blair reported to the board that at a previous meeting the board adopted the policy of paying vendors production costs for materials prepared in advertising. He wanted the board to readopt that policy for the record.

Motion: To establish a rate of 14% of advertising costs for items that required production efforts by vendors.

Motion: Reese. Second: Cook. Passed Unanimously.

Tana Kendrick Reported that a winner had been selected for the Pet Friendly Give-a-way which had been approved at a previous meeting.

Grants Committee: In the absence of Diana Prickett, Grants Committee Chair, Mr. Blair reported that the Board had instructed staff to obtain additional information from the Sustaining Grant recipients in order to finalize the sustaining grant contracts. Mr. Blair summarized the information by reporting that the grant recipients had all indicated that they met the terms of the previous contract with the TDC. Mr. Blair reported that the majority of the non-profits were operating with less than \$2,000 profit at the end of the year. He reported that the two organizations with the greatest income at the end of the year either indicated they were anticipating capital projects or that their payables required substantial bank balances. Discussion ensued.

Motion: To approve contracts with all seven sustaining grant recipients at the rate of \$20,000 for the coming year with the stipulation that the non-profits be notified that the board would be assessing continued need for funding in advance of renewal of next year's contract.

Motion: Armistead. Second: Dowden. Passed 4 yeas, 1 nay (Hewitt) with the Chair not voting.

Marketing Committee: There was no report.

Administrative/Budget Committee: There was no report

Continuing Business: Mr. Blair reported that arrangements had been made to conduct a second Hospitality Training course on October 14, 2015 beginning at 1:00 P.M. at the St. George Firehouse. The course will be open to anyone wishing to participate. There will be a fee of \$50 which will result in certification by the American Hospitality and Lodging Association. That Riverways South, a FCTDC partner in the project has agreed to provide 10 scholarships to worthy individuals and encouraged the TDC to do the same.

Motion: To approve the second training course and to make available up to 10 scholarships for participants.

Motion: Armistead. Second: Dowden. Passed Unanimously.

Reports by Local Governments:

Franklin County: Commissioner Sanders reported that the County had closed on the Ella Court property.

City of Apalachicola: No Report.

City of Carrabelle: No Report.

New Business: The Council received two applications for \$500 grants. The Carrabelle History Museum requested \$500 to conduct a symposium on Florida History and The Patrons of the Apalachicola Library Society requested \$500 to hold a dinner on library history.

Motion: To approve the \$500 grant requests.

Motion: Reese. Second: Cook. Motion passed unanimously.

Public Comment: Joan Matey asked for assistance with finding volunteers.

Meeting Announcements:

FCTDC Committees Meeting, Wednesday, September 16, 2015, 2 P.M., EPVC

Non Profits Event Promotions Meetings, Wednesday, September 30, 2015, 1:30 P.M., SGI Firehouse

FCTDC Board Meeting, Wednesday, October 7, 2 P.M., EPVC

Meeting adjourned at 3:20 P.M.