



Franklin County Tourist Development Council  
Franklin County Courthouse  
MINUTES, April 1, 2008 - 3:00 p.m.

**Present:** Paul Parker, Alice Collins, Frank Cook, Russell Crofton, Shelia Hauser, Diana Prickett, Helen Spohrer, Joe Taylor

**Recording:** Curt Blair, Fran Edwards, Destinee Welch

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 PM.
- II. **Amendments to the Agenda** - Motion: To add a discussion of the TDC logo to the Marketing Committee Report. Motion: Collins, Second, Cook.
- III. **Minutes of Previous Meeting** -  
Motion to accept the minutes: Spohrer, Second, Collins; Passed unanimously
- IV. **Staff Report** -

**Collections:** Staff distributed the collections report showing \$22,911.37 in collections for the month of January 2008. This was a decrease in collections from the same period in 2007 of -13.5%.

**2008-2009 Budget:** Staff presented a proposed budget for the fiscal year 2008-2009. He explained that the County Budget process was beginning and the Board needed to approve a draft of the budget in order to meet the County's time frame. The budget was based on projected revenues of \$700,000 and an amount of \$647,461 would be available for distribution.

**Motion:** To amend the budget by consolidating the Geiger amount with the Other Promotional item into an overall category called Promotional.

Motion: Spohrer, Second, Taylor; Passed

**Budget Amendment:** Staff provided the Board with a proposed budget amendment designed to move \$334,500 from reserves for use in the current fiscal year. Staff indicated that this was necessary for items that had been budgeted in the previous fiscal year but not spent. In addition the Grants Committee had recommended some additional grant items for the current year.

Motion: To approve the budget amendment

Motion: Spohrer, Second, Cook; Passed

**Web Hit Report:** Staff distributed a TDC website hit activity summary report generated by the web site consultants. Future reports will be transmitted to members electronically.

**Photo Library:** Staff reported that they had sent to the members a link for downloading the submitted photos and that a code for the submitting photographers would be sent shortly. Staff was requested to contact the photographers and determine if they were willing to donate any of their images.

Motion: To send an email to photographers thanking them for their submissions and asking if they would donate the rights to use their images.

Motion: Spohrer, Second, Collins; Passed

V. **Committee Reports**

1) **Marketing** -

**Geiger:** Staff distributed the Agency Activity Report supplied by the Geiger staff for October 2007 to March 2008.

Website: Staff provided to the board a list of private businesses that would be taken off of the website, in accordance with policy recommended by the Marketing Committee.

Motion: That the use of imbedded links be limited to public agencies, lodging facilities and non-profit organizations.

Motion: Collins, Second, Taylor; Passed

Tee Shirts: The Marketing Committee requested that the Board authorize Cindy Clark to work on a logo that can be attached to tee shirts for individuals who had participated in the Ambassador program.

Motion: To adopt the recommendation of the Marketing Committee:

Motion: Spohrer, Second, Cook; Passed.

Video Library: A proposal was made to the Marketing Committee by Royce Rolstad, Vice President of Forgotten Coast TV for the production of a video library.

Motion: To allocate \$3,000 for the production of video material as outlined in the Marketing Committee Minutes but not to be limited to the events identified.

Motion: Taylor, Second, Collins; Passed with 2 abstentions Spohrer, Hauser.

Logo: Discussion was had about changing the TDC logo to identify the Tourist Development Council.

Motion: To authorize Cindy Clark to prepare some logo change options.

Motion: Spohrer, Second, Taylor; Passed

## 2) Grants Committee

Infrastructure Grants: The Board discussed the infrastructure grant proposal that was forwarded by the Grants Committee.

Motion: To approve \$100,000 for infrastructure projects for the Cities and County in the following amounts:

Apalachicola: \$30,000

- Welcome Signs for Entrance to City	\$5,500
- Marks Memorial Monument - Landscaping	1,000
- Lafayette Park Repairs	12,000
- Veteran's Riverfront Park - Lighting	7,000
- Benches for Downtown	3,000
- Sign for Museum of Art	<u>1,500</u>

Carrabelle: \$30,000

- Crooked River Lighthouse	5,000
- Light Keeper's House	<u>25,000</u>

Franklin County: \$40,000

-Projects to be Determined	40,000
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Motion: Cook, Second, Spohrer; Passed.

Interest on Collected Funds: Staff reported that an agreement had been made with the Clerk's office that interest on TDC collected funds would stay with the TDC until allocated in the normal fashion except for this first year. We agreed to let the County use the \$59,495.05 in the following manner. \$10,000 for scoreboards for three ball fields and the remainder of approximately \$49,495.05 for use on the Indian Creek Park.

Motion: To allocate the \$59,495.05 for County use in the following manner: 10,000 for scoreboards and \$49,495.05 for use on Indian Creek Park.

Motion: Collins, Second, Spohrer; Passed.

Three Servicemen Statue: The Grants committee recommended allocating \$50,000 from reserve funds for use with the Three Servicemen Statue South.

Motion: To allocate \$50,000 to the Three Servicemen Statue South.

Motion: Spohrer, Second, Prickett; Passed.

Promotion for Small Grants: Cindy Clark presented a recommendation for use of funds allocated for newspaper advertising for regional newspapers.  
Motion: To approve the schedule of publications in Georgia and Alabama in the amount of \$10,927. In addition the funds for advertising in Tallahassee and Panama City of \$10,807 would be distributed three ways to include Albany, Georgia.  
Motion: Taylor, Second, Hauser; Passed.

#### VI. Continuing Business

Service Provider Training: Shelia Hauser reported that there would be two additional training sessions on St. George Island on April 28 and 29 for volunteers. Board members were reminded that \$500 was approved for these training sessions from previously allocated administrative monies.

The Board asked Sheila to have Royce Rolstad provide an estimate for how much it would cost to prepare several CDs for the training programs and visitor centers.

#### VII. Local Government Project Report

**Franklin County:** Commissioner Crofton reported that he had discussed the Camp Gordon Johnston complaint with the County Commission and felt the matter was put to rest. He also reported that the Commission had moved to close on the Lombardi property to which the TDC would be contributing an annual payment.

**City of Apalachicola:** Commissioner Cook provided a written status report of City projects which serves as an addendum to these minutes. In addition, Commissioner Cook reported that the City's request for funds to the Three Servicemen Statute was accommodated by the Grants Committee. Finally, he wanted to indicate that there were two other projects that the City was interested in, including repairs on the Chamber of Commerce and the Raney House.

**City of Carrabelle:** No report.

#### VIII. New Business:

Big Bend Scenic Byways Letter of Request: Dixie Partington was in the audience as representative of the Big Bend Scenic Byways Committee. She reported that the Byways Committee was requesting TDC assistance in the form of a \$2,500 grant that would match another \$5,000 from Visit Florida for Byway promotions.  
Motion: To grant the Byway's Committee \$2,500 request from reserve funds.  
Motion: Taylor, Second: Prickett, Passed.

Visitor Center Monitors: Joe Taylor reported on his research the Board had asked him to perform on getting monitors in the Visitor Centers to play the FCTV CD for visitors.  
Motion: To allocate \$1,500 from the reserves for monitors.  
Motion: Taylor, Second, Hauser, Passed.

#### IX. Public or Items to the Good of the Order:

The Board was informed that on April 4 at 4:00 P.M. there would be a dedication of Kendrick Park in Carrabelle and all members were invited to attend.

Staff reported that there was a conflict in the use of the Fire House on St. George for the next round of Committee meetings and that these meetings would be held on April 29 at the Water Street Hotel.

Members were informed that one of the Travel writers from Canada had already published an article and a copy would be forwarded as soon as it was available.

It was also reported that the Lantern room on the St. George Lighthouse had been installed.

#### X. Adjourn: 5:00 P.M.