

Franklin County Tourist Development Council Board Meeting
Apalachicola National Estuarine Research Reserve
Eastpoint, Florida
Wednesday, April 2, 2014, 3:00 P.M.

BOARD MINUTES approved 5/7/14

In Attendance: Chair Pinki Jackel, Walter Armistead, Frank Cook, Beverly Hewitt, Paul Parker, Rex Pennycuff;
absent: Prickett, Reese, and Schneider

Recording: Curt Blair, Fran Edwards

Guests: Anna Maria Cannatella, Cindy Clark, Dolores Hardin, Linda Minichiello, Theme Patriatis, Joe Taylor, Robin Vroegop, Suzanne Zimmerman,

Call to Order: Establishing a quorum, Chair Jackel called the meeting to order at 3:02 p.m.

Introductions: None were made

Amendments to Agenda: No requests were made

Minutes of March 5, 2013 Council Meeting:

Motion to accept the Minutes of March 5, 2013 as presented with no changes:

Motion: Armistead, 2nd Pennycuff, passed unanimously

Administrative Reports: Curt Blair reviewed the following information with the Board -
Collections - up about 5% over last year

Financials - confirmed these documents had been emailed to the board

Media - requested Cindy Clark to review the distributed Marketing Report and she reviewed the current marketing accomplishments for national and local promotions. She conveyed that the North American Travel Journalists Association (NATJA) will feature Franklin County on their website during the entire month of April 2014. At Cindy Clark's suggestion a few years ago, FCTDC joined this association so as to avail the TDC of travel writers to whom we could solicit invitations to this county. Chair Jackel requested staff to send a thank you letter to NATJA.

Web Stats - distributed in packet

VC Stats - distributed in packet - Jackel requested what the numbers were composed of - staff indicated it is the email address database collected from Visitor Centers and Sustaining Grant sign in sheets since about 2010.

2014-15 Proposed Draft Budget - Blair distributed and explained the proposed TDC budget for 2014-15 by category. Blair also explained the current break out line allocations for the National Promotional allocation, and the Aid to Non Profits, Aid to Governments, and Land Acquisition. Blair requested a motion to approve the draft budget so that it could be submitted to the Marcia Johnson's office in May. Blair informed the Board he will present the final budget for review in July before it is submitted to the Board of County Commissioners.

Motion to accept the 2014-15 TDC Draft Budget as presented:

Motion: Cook, 2nd Parker, passed unanimously

RWSAC Summit, Marianna, April 4 - Blair requested if any other board members wished to attend the Summit in Marianna, on Friday, April 4. TDC staff and board members presently registered is Blair, Edwards, Clark, Reese and other community leaders of Betty Webb, Joe Taylor, and David Butler. Blair informed the board that the agenda of activities was in their packet, and he could still register others if anyone else wanted to attend. TDC's presentation at the Summit will include "Oyster Manny", Shannon Hartsfield will represent the Seafood Workers as ambassadors for Franklin County, hauling TDC's oyster boat for the oyster shucking demonstrations (3 bags), and offering TDC promotional materials relating to Franklin County to the attendance.

Blair indicated that RWSAC is organizing a FAM Tour (3-4 travel writers) to Franklin County in June; board members suggested June would not be a good month, but alternate could be end of April or first two weeks in May, or 3rd week of June. Blair will discuss options with RWSAC.

Committee Reports:

Grants

No report as Chair Prickett was absent. Blair suggested an agenda item for the April Committee meeting for discussion of the 2014-15 Small Grant budget allocations, and discussion of any modifications to the Small Grant program.

Marketing

No report as Chair Reese was absent. Blair suggested an agenda item for the April Committee meeting for discussion of the National Promotional funding allocations for 2014-15 TDC Budget. (add Placemats discussion)

Small Lodging Providers Blair suggested this Committee participate at the April Committee meeting for discussion of expansion of TDC newsletter email database.

Continuing Business:

Big Bend Scenic By-ways Kiosks - Reese was absent, but Blair conveyed the kiosks locations have been placed.

Blueways Community Program - Blair requested the board approve the Florida Paddling Trail Blueway Community's "Proclamation for Franklin County, Florida" for inclusion into their program. Chair Jackel will forward to the FCBOCC for approval and signature on the document.

Motion to approve for TDC participation with Florida Paddling Trail Blueway Community Proclamation and forward to FCBOCC for recommended approval and signature:

Motion: Hewitt, 2nd, Cook, passed unanimously

Armory Renovations - Chair Jackel commented on current developments at the Armory; the termite treatment tent was erected today at the Armory Building; a second stage will be putting the termite treatments underground.

New Business:

\$500 Request Bay Community School Children's Art Show May 16, 2014 @ HCA Center: Discussion as to tourist impact for this event; scheduled for discussion at Grant Committee meeting to establish more stringent parameters for 2014-15 budget.

Motion to approve \$500 for Bay Community School Children's Art Show:

Motion Cook, 2nd, Parker, passed; Hewitt nay

Presentations to the Board:

Themo Patriatis, representing The Forgotten Coast Paddle Club, distributed promotional media for the Paddle Jam May 16-18 in Franklin County, and thanked the TDC Board for the tremendous assistance and cooperation he received from the Small Grant program for this event. He has had enormous response and anticipates a very successful event.

Reports by Local Government Representatives:

Franklin County: nothing further

City of Apalachicola: no report

City of Carrabelle: no report

To the Good of the Order:

Joe Taylor, representing Plein Air Event in Franklin County for May 1-11, distributed promotional materials to the board for the event and thanked the board for their assistance and cooperation with this event.

Chair Jackel remarked of the informative Camp Gordon Johnson placements used by Bayside Burgers and inquired as to possibly pursuing these for the TDC events. Cindy Clark conveyed the TDC had done these a few years ago; Jackel requested the idea be pursued by the marketing committee for 2014-15 as a possible promotional printing expense.

Beverly Hewitt informed the board of the success of Apalachicola's "Artwalk" event March 22nd - Hewitt said that over 2,000 were in attendance, shopping in stores and restaurants.

Adjourn: The meeting was adjourned at 4: 25 p.m. by Chair Jackel.