

**Franklin County Tourist Development Council
COUNCIL MEETING
Franklin County Courthouse Annex
April 6, 2010
Beginning at 3:00 PM**

MINUTES

In attendance: Chair Spohrer, Allen, Ash, Hauser, Sanders, Taylor

Recording: Blair, Edwards

Guests: Carol Brown, Cindy Clark, Anita Grove, Bev Hewitt, Katie McFarland, Arlene Oehler, Dixie Partington, Clarice Powell, Royce Rolstad, Elaine Rosenthal, Judi Stokowski, Candy Varnes, Betty Webb, Lynn Wilson, Suzanne Zimmerman.

Introductions: Chair Spohrer recognized all audience members and introduced Carol Brown from University of Glasgow.

Amendments to Agenda – Hauser requested that a discussion of the “Florida Back to Work Program” be added to the agenda. Hauser explained that Franklin County was allocated 75 jobs under the federal stimulus package. She invited council and audience to participate in a Workshop on Thursday, April 8, beginning at 10 am at the Franklin County Courthouse Annex.

Minutes of March 2, 2010 Council Meeting: Motion to approve with no changes:

Motion: Hauser, 2nd Ash, passed

Committee Report of March 16, 2010 – distributed to council and is attached by reference to this report.

Staff Reports

Administrative Report – Blair distributed this report and explained certain areas. It is attached by reference.

Collections – Current y-t-d collections indicate that the county is down by only \$2,480 less than last year.

2010-2011 Proposed Budget – Blair distributed the proposed budget for 2010-11 and it is attached by reference to this report. Blair explained the allocations. Motion to approve proposed budget submittal to Franklin County by May 1, 2010.

Motion: Ash, 2nd Hauser, passed

PC New Airport Opening Activities – Blair explained there would 4 days of promotion. Friday May 21 will be a dinner @ \$125/person or \$1200/table. Saturday May 22 he requested a cooperative promotional display with local chambers and businesses and the TDC in attendance; Oysters may possibly be an option once the festivities director approves. Cindy Clark to coordinate agencies and board displays for Saturday.

Franklin Summer Festival – Blair advised that TDC county/city funds allocation could be used for funding special week-end music festivals to draw tourists and locals to downtown Apalachicola/Carrabelle and SGI in order to generate traffic to local businesses and shops.

Committee Reports

Marketing:

“Spirit” May issue co-op advertising allocation – Motion to approve \$3,578 TDC funding for the ad.

Motion: Taylor, 2nd Hauser, passed

“Spirit” Sweepstakes - Blair explained the sweepstakes package for Franklin County which includes 2 nights’ lodging and other amenities

Geiger Spring Tour Progress - Arrival Wed Apr 28, departing Sun May 2

Reception: Motion to approve Riverfront Park, Cotton Warehouse as a “rain” location, Wed 4/28, beginning at 6 pm. TDC Council, staff, county and city commissioners, sustaining grant recipients will be invited. \$750 will be allocated for food.

Motion: Ash, 2nd Allen, passed

Visitor Center Survey cards and materials – Motion to approve up to \$1500 for composite boxes and survey card printing costs:

Motion: Taylor, 2nd Hauser, passed

Logo revision discussion – tabled to next meeting.

TDC Seafood Marketing Plan final approval – Motion to approve final draft of Seafood Marketing Plan:

Motion: Taylor, 2nd Hauser, passed

Grants:

2010-2011 Electronic Grant Application Draft: Motion to approve existing draft with no changes, to be posted as a draft document on the TDC website, Any comments for changes must be submitted before April 20. Final application will be approved at the May 4 council meeting and will be released online on May 5, 2010.

Continuing Business – no report

Reports by Local Government Representatives

Franklin County: no report

City of Apalachicola: no report, but Ash conveyed reminder of pending events of Boat Show, and Plein Air

City of Carrabelle: Allen spoke to council of the Carrabelle “Cat” story and the interest it has generated on the city’s website. Allen also reminded Council of the upcoming Riverfront Festival on April 24/25.

New Business:

Social Networking Workshop/location, date, agenda: Location: Literacy Council near Eastpoint library in mall strip; Tentative date choice of May 26, 27, June 10/time 3:00 pm; Taylor to confirm. Taylor and Cindy Clark will conduct course. Motion to proceed and approve \$150 fee for use of Literacy Council’s computers:

Motion: Taylor, 2nd Hauser, passed

\$500 Matching Funds Request from City of Apalachicola: Motion to approve \$500 for City of Apalachicola

Motion: Ash, 2nd Allen, passed

Up to \$5,000 Apalach Riverkeeper request/RiverWay South: Tabled to next meeting to find funds. Staff requested to research possible funding in present budget.

\$500 Franklin’s Promise for Summer in Park Concert Series: Motion to approve \$500 for Franklin’s Promise.

Motion: Taylor, 2nd Ash, passed

Discussion by Hauser that this would limit assistance for the rest of the year since these two \$500 grants expends funds available for year. Staff requested to find additional funds for 3-4 more \$500 grant allocations.

Discussion by Taylor as to legal clarification of what constitutes a conflict of interest in voting on matters wherein council member is associated with the project but receives no compensation. Staff requested to research and report to council.

Discussion by Blair to ascertain council’s interest in changing the location of Committee meetings to another venue due to the tight security now in place at the FC courthouse. Matter tabled for next meeting. Staff to investigate possible locations.

Public Items for the Good of the Order

TDC April 20 Committee Meeting, FC Grand Jury Room, begins at 1:00 pm

TDC May 4 Council Meeting, Carrabelle City Offices, begins at 3:00 pm

Progress Energy Proposal – Blair explained that Progress Energy intends to build new electric grids in Franklin County that could deface the natural look to waterfronts. Motion for staff to issue a resolution to Progress Energy resisting this proposed work.

Motion: Allen, 2nd Ash, passed

Adjourn – Meeting was adjourned at 5:00 p.m.