

Franklin County Tourist Development Council
April 7, 2009
Franklin County Courthouse Annex
3:00 P.M.

Minutes

Present: Cook, Collins, Hauser, Prickett, Chair Spohrer, Taylor

Absent: Brown, Parker

Recording: Blair, Edwards

Guests: Cindy Clark, Dixie Partington, Michael Shuler

Call To Order - Chair Spohrer called the meeting to order at 3:00 pm

Introductions - none

Amendments to Agenda – none reported

Minutes of March 3, 2009 Council Meeting –

Motion to accept as written

Sanders, 2nd Hauser, passed.

Staff Reports

- A. Collections – Staff provided a year-to-date and fiscal year collections report that are attached by reference to these minutes.

- B. Administrative Report – no written report was issued

- C. Small Grant Liability Insurance Limits – Michael Shuler, Franklin County attorney, was present to discuss liability coverage for TDC events. Staff recommended minimum limits of \$1,000,000 per occurrence; 3,000,000 per aggregate be established. Motion to accept recommendation.
Motion: Taylor, 2nd Hauser, passed

Michael Shuler was present to explain insurance requirement policies for Franklin County. He indicated that any city receiving TDC grant funding should issue a certificate of insurance naming Franklin County as an additional insured on their existing policy. Staff to follow up and request evidence from City of Apalachicola and Carrabelle.

With regards to the \$500 grant awards, Mr. Shuler indicated that common sense should be applied dependent upon liability risks.

FCBOC Bid policy for new or existing contracts – Shuler explained that FCBOC has a strong preference to advertise any contracts and other services, unless specifically stated otherwise. Shuler concurred that TDC actions regarding the administrative transition and advertising in the TIMES met legal requirements.

- D. Budget 2009-10 – Budget draft was distributed to the board. April Committee meeting changed to April 28, 2009 and budget draft discussed was added to the agenda.

Reports

- A. Marketing Committee - Oyster Radio Proposal –
Motion to accept Oyster Radio advertising proposal @ \$900 inclusive for two 30 second commercials a day, May, June, July, production for three ads included – additional production @ \$15 per spot. Staff to contact WOYS and accept the TDC proposal. Bay Media and Chair Spohrer were assigned to write the content for the radio promotions and focus on Nature (kayaking, birding), Historical (Lighthouses, Raney House, Gorrie Museum), and Military (Camp GJ and 3 Servicemen Statue).
Motion: Sanders, 2nd Cook, passed.

Press Tour Reception location – Hauser had confirmed the Carrabelle Boat Club for Thursday May 14, 2009. \$500 has been previously allocated for this reception.

- B. Grant Committee - 2009-10 Application – review of application to be discussed at the Committee meeting on April 28, 2009. New minimum liability limits will be incorporated into the new application.
- C. Administration Committee - All six applications received for the administrative assistant, and administrative services were presented to the board. Applications would be discussed at the Committee meeting on April 28, 2009; however, at the pleasure of the board, Allyn Inc. indicated they could continue their services through September, if required, with certain changes to their existing contract. Motion to amend Allyn's contract to remove the 80 hour maximum cap of billable hours and that the contract would not include website maintenance.
Motion: Sanders, 2nd Hauser, passed.

Website Maintenance – Staff was requested to arrange for a replacement for Amy Hodson for web site maintenance at a cap of \$16.00 per hour.

Bay Media withdrew their previous administrative proposal submitted to the Administrative Committee on March 17, 2009

- D. Visit Florida outstanding A/R – Staff reported to the Board that two of the participants in the Visit Florida cooperative ad were paying their portion of the advertisement in installments. Staff to follow-up.
- E. The Beach Follow-up – Spohrer discussed the successful meeting and reception that followed.

Continuing Business

Apalachicola Anglers Fishing Tournament Request \$500 was canceled and withdrawn, leaving one \$500 grant available for this fiscal year.

Reports By Local Government Representatives

Franklin County – no report

City of Apalachicola – Commissioner Cook presented an updated report of expended TDC funds and requested reallocation of \$7,000 formerly requested for the Veterans Park, to be used in other projects. Motion to accept amended reallocation of \$7,000 funds. City will absorb any cost overruns. Motion Sanders, 2nd Hauser, passed.

City of Carrabelle – no report

New Business

Staff reported that Franklin County, Maine had contacted the TDC office to offer cooperative tourism between the counties in 2010. Staff to follow up for details.

Visit Florida is accepting grant applications and Taylor indicated some area Visit Florida partners are working together to write certain grant applications. It was determined that FCTDC was eligible but no action was taken excepting that Chair Spohrer and Bay Media will confer on possibilities.

Chair Spohrer requested that future TDC Agendas for Jan/Feb/Mar contain any known upcoming available grant application submittal dates so the board can review.

Public Items to the Good of the Order (No action will be taken)

Adjourn – Meeting adjourned at 4:35 pm.