

**Franklin County Tourist Development Council
Board of Directors
Eastpoint Visitors Center
Wednesday, April 13, 2016, 2 P.M.**

In Attendance: Mayor Brenda LaPaz, Commissioner Frank Cook, Commissioner Cheryl Sanders, Chester Reese, Beverly Hewitt, Rex Pennycuff, Walter Armistead

Absent: Janalyn Dowden, Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Lisa Munson, Tamara Allen, Linda Minichiello, Jim Newton, John Solomon

Commissioner Sanders called the meeting to order at 2:00 p.m.

There was prayer and Pledge of Allegiance.

Introductions: Jim Newton from Camp Gordon Johnston.

Amendment to the Agenda: None.

Commissioner Sanders asked for approval of the minutes. Mayor LaPaz noted a correction to be made from her report to change "Forrest" Street Ramp to "4th" Street Ramp.

Motion to approve the March 23, 2016 Joint Board and Committee Meeting minutes with change.

Motion: LaPaz. Second: Cook. Passed.

Administrative Reports: Laura Graham presented the Collections Report for FY 2015-16 through January and the FY 2015-16 Expense to Budget Report through March 31, 2016.

In Cindy Clark's absence Curt Blair gave an update on the Media report.

In Tana Kendrick's absence Mr. Blair presented 2kWebgroup's monthly stats report.

Jean Lane reported on the number of visitors to the four area visitor centers for March 2016.

Committee Reports:

Admin/Budget Committee: Walter Armistead presented the 2016-17 Draft Budget. It was noted that there will be an additional \$100,000 allocated to Promotions. Collections are estimated to be up 10% for next FY. The total budgeted amount is less than the prior FY due to less Carryover funds needed for Armory expenses.

Mr. Armistead asked for a motion to approve the FY 2016-17 Draft Budget as presented.

Motion: Reese. Second: Cook. Passed.

There was discussion by the board to consider paying down the land acquisition debt in the future.

Continuing Business:

Mr. Blair presented the Fly-In Getaway options and ask for a motion from the board to approve moving forward with the Fly In Getaways as presented with an estimated cost of \$3,000 - \$5,000. Mayor LaPaz suggested the Carrabelle Fly In Getaway to be in conjunction with Camp Gordon Johnston Days.

Motion to approve staff to continue with concepts for the Fly In Getaways.

Motion: Pennycuff. Second: Hewitt. Passed.

Ms. Lane presented the images for the EPVC Visit Florida Display.

Mr. Pennycuff presented an update on the final plans for the Goodwill Hospitality Training at Franklin High School and the FCTDC College Scholarships. He asked for board approval.

Motion to approve the Goodwill Hospitality Training and FCTDC Scholarships as presented for \$2,000 from the Promotions budget.

Motion: Reese. Second: LaPaz. Passed.

Mr. Blair presented the PSA for swimming safety with Oysterman. It was suggested to include a message on the safety for sea turtles.

Motion to approve the PSA for \$2,000 from Promotions budget.

Motion: LaPaz. Second: Hewitt. Passed.

Mr. Blair presented the plan for promoting and implementing the River Trek trip, May 15-20, 2016 in conjunction with the Forgotten Coast Paddle Club and Paddle Jam May 20-22, 2016.

Reports by Local Governments:

Franklin County: No Report.

City of Apalachicola: No Report.

City of Carrabelle: Mayor LaPaz reported the billboard signage had been changed. The CRA will have its next meeting on 4/19 when a member will be appointed to handle coordinating the Carrabelle Webcam.

New Business: John Solomon reported the Apalachicola Chamber's webcam will be mounted on the corner of Apalachicola Outfitters building and will face downtown Market Street. He requested funds from the FCTDC to purchase the equipment.

Motion to approve up to \$300 for webcam equipment from the Promotions budget.

Motion: Hewitt. Second: Cook. Passed.

Mr. Blair presented a suggestion to apply to the Department of Economic Opportunity for a grant to plan a US Highway 98 corridor from Levy County to Gulf County.

Motion to move forward with the DEO on the Levy to Gulf County Corridor plan.

Motion: Hewitt. Second: LaPaz. Passed.

Public Comment: Jim Newton presented an update on Camp Gordon Johnston builder's contract. There was discussion on opting for a Performance Bond. The consensus of the board was to include this bond.

Motion to request Performance Bond from the Contractor.

Motion: Cook. Second: Armistead. Passed.

Tamara Allen presented an update on the Carrabelle Riverfront Festival now partnering with Carrabelle Cares. New this year is Friday night music for the locals. The theme is based on the Legend of Tate's Hell.

Meeting Announcements:

FCTDC Committees Meeting, Wednesday, April 27, 2016 - CANCELED

FCTDC May Board Meeting, Wednesday, May 11, 2016, 2 P.M. at the EPVC

Adjourned 3:50 p.m.