

Franklin County Tourist Development Council

August 4, 2009

Carrabelle City Offices

3:00 p.m.

MINUTES

Call To Order - Chair Spohrer called the meeting to order at 3 p.m.

Members present: Chair Spohrer, Collins, Cook, Hauser, Parker, Prickett, Taylor. Absent: Brown and Sanders

Recording: Curt Blair, Fran Edwards

Guests in Attendance: Susan Ficklin, Mark Friedman, Debbie Geiger, Shari Hubbard, Courtney Millendar, Arlene Oehler, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Suzanne Zimmerman.

Amendments to Agenda - none

Minutes of July 7, 2009 Council Meeting – Delete Michael Shuler as guest in attendance; delete duplicate information of infrastructure motion under Item VI; insert under Item IX.

Motion to accept minutes with changes.

Motion: Collins, 2nd Cook, passed

Debbie Geiger and Shari Hubbard – Geiger Report

Report – Shari Hubbard distributed a hand-out of current print media for Franklin County, that value not included with her presentation of updated free media coverages to date as a result of the press tours. Total cumulative media value of \$642,561 and circulation to 5,694,004 excluding new current data. Ms. Hubbard gave a progress report for the next press tour.

Emergency Response Plan – at the request of the Board, Geiger and Associates composed, presented, and explained a comprehensive plan for handling emergencies within the county. (Attached to these minutes by reference). Full discussion and ideas to approach placing these procedures in operation. Geiger would require from the Board, local contact information for spokespersons who could be authorized to speak for the county. Staff will compile a list of significant data and forward to Geiger, who will then distribute this information to the national media.

Discussion of local water quality resulted in suggestion to add a “beach safety” tab to the FCTDC website and include information relevant to this topic. Geiger will work with the Board to compose press releases to be uploaded to the website; to be approved by Spohrer. Staff will follow up and upload to site.

Staff Reports

Collections – Staff distributed current collections and is attached by reference to these minutes.

“O” Magazine inquiry – Journalist Sandra Jackson-Opuku from Oprah Winfrey’s magazine is visiting Franklin County to research author Zora Neale Hurston who worked on “Negro Folktales from the Gulf States.” Staff requested names of any local black historians who could accommodate Ms. Opuku. Dixie Partington agreed to furnish information to staff.

FWC Meeting, February 16, 17, 18, 2010 – Staff revealed to the Board that FWC will hold their meeting in Apalachicola. Over 200 persons will attend, 30 room rentals for Commission and Staff will be used. They will hold the meeting at the County’s Chapman Building. Board indicated a “Welcome Package” should be generated with freebies and local information. Staff will follow up.

The Beach Insert – An opportunity to participate at special co-op rate to advertise through THE Beach in the Tallahassee Magazine and include one page of editorial comment. Four lodging companies will participate. Geiger will compose the editorial comment. Cost to the FCTDC is \$650. Cindy Clark will compose the co-ad for review and send approved copy to the magazine.

Motion to expense \$650 to advertise Franklin County.

Motion: see 9/1/09 Minutes

TDC Plan – Staff distributed the current approved TDC Plan revised on 8/5/07 for review. The board agreed to table review of this plan to the next committee meeting.

Committee Reports

A. Marketing

Ambassador Training Classes – Motion to request that Hauser research with Gulf Coast Community College a possible schedule to again present training in Franklin County.

Motion Hauser, 2nd Collins, passed

Visit Florida co op ad - Board elected to join as small business partner, but declined any co-op advertising opportunity to participate in the annual Visit Florida magazine.

Seafood Video – Royce Rolstad presented an update of the seafood video current under production.

Wildlife & Nature Conference – Board was advised of a Nature & Wildlife Planning Workshop at Bristol Civic Center on Aug 26, 2009. Spohrer and Hauser will attend.

B. Grants

Infrastructure Grants Report – staff reported the City of Apalachicola’s request for funding directional signage had been approved by the Clerk of Court; advisement of approval had been forwarded to Betty Webb, city administrator.

Off Season/Sustaining Grant Program – Taylor reported that many grants had been received and even include some new events. It was reported by staff that some \$500 requests had been turned in with the grants. Board clarified that sustaining and off-season grant recipients are not eligible for the additional \$500.

Motion that \$500 grants will not be awarded to recipients of sustaining or off season grants.

Motion: Taylor, 2nd Hauser, passed.

Discussion of social networking to FCTDC publicity. Place item on next Committee meeting.

Motion to incorporate social networking on the FCTDC website.

Motion Cook, 2nd Hauser, passed

Continuing Business

A. EOC Appointment – Royce Rolstad tentatively agrees to accept the appointment as the FCTDC representative with FCEOC offices. He is in dialogue with the county to understand the role.

Reports By Local Government Representatives

- Franklin County – no report
- City of Apalachicola – Cook distributed a report attached to these minutes by reference.
- City of Carrabelle – Millendar distributed a current report attached to these minutes by reference.

New Business

Apalachicola Chamber Report – Prickett requested her report table to the September Board Meeting Agenda.

Board Appointments – Staff distributed the current Board names, representation, and terms of expiration. Collins term would expire in 2009.

Motion to recommend continuation of Collins to FCBOC as lodging representative on the Board.

Motion: Cook, 2nd Parker, passed.

\$500 Grant Request – Estuarine September Event

Motion to accept \$500 request to be paid from available promotional website funding.

Motion: Cook, 2nd Collins, passed.

Big Bend Scenic Byway Committee requested a meeting to discuss annual funding by the FCTDC. Taylor and Staff Edwards will attend on August 14, 2009.

Motion to suggest a joint workshop between the FCBOC, Marcia Johnson, and the FCTDC for August Agenda Committee meeting.

Motion Cook, 2nd Taylor. Passed.

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

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