

Franklin County Tourist Development Council
Franklin County Courthouse Annex
Board Meeting, Wednesday, August 7, 2013, 3:00 P.M.
MINUTES approved 9.4.13

In Attendance: Chair Pinki Jackel, Cal Allen, Frank Cook, Beverly Hewitt, Diana Prickett, and Chester Reese; absent were Alice Collins, Paul Parker, and Rex Pennycuff

Recording: Fran Edwards

Guests: Mandy Andrews, Tamara Allen, Jim Bachrach, Cindy Clark, Sheila Hauser, Tana Kendrick, Tom Morgan, Dixie Partington, Royce Rolstad, Joe Taylor, Suzanne Zimmerman

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

Introductions: There were no introductions

Amendments to Agenda: Staff Edwards requested to place an agenda item for board approval regarding the 2013-14 \$500 grant form and guidelines. Jackel accepted the item. Edwards stated the Grants Committee had recommended approval of the revised form and guidelines at their June 29, 2013 meeting and an official board motion was requested:

Motion to accept the Grants Committee recommendation and approve the 2013-14
\$500 Special Grant Request form and guidelines:

Motion: Allen, 2nd, Cook, passed unanimously

Minutes of June 5, 2013 Council Meeting;

Motion to approve Minutes of June 5, 2013 as presented:

Motion: Allen, 2nd, Cook, passed unanimously

Committee Report of June 19, 2013, Committee Report of July 16, 17, 2013 - distributed, no action required

Administrative Reports:

Curt Blair is attending a seminar for the TDC and Staff Edwards presented the current bed tax collections report, indicating the year to date is still up 2% over last year at this time.

Web Stats - 2Kwebgroup had furnished a current website statistical report for July 1-31, 2013 that indicated quite favorable results and impressive numbers of visitors.

Visitors Center Contract - Edwards distributed the final draft copy of the 2013-14 Visitors Center Contract which the Administrative Committee recommends and requests positive action by the board:

Motion to approve the 2013-14 Contract as presented:

Motion: Reese, 2nd, Cook, passed unanimously

Discussion by Anita Grove, Apalachicola Chamber, who has issues with Item 4 (postage costs/mail) and Item 5 ("official" sign in sheet). Further discussion by the board indicated uniform signage (Item 2) should be discussed as well. Jackel indicate the motion stands, but directed these issues be reviewed, discussed, and resolved at a future Administrative Committee meeting.

Committee Reports:

Marketing:

Google/Facebook expense \$8,000 Agreement w/Finance

Motion to approve Marketing Committee's recommendation that \$8,000 be approved for google/facebook advanced funds, to accept County's Draft Agreement for handling these funds and to approve from the funds allocated an amount of 14% for production costs:

Motion: Reese, 2nd Allen, passes unanimously

Flagler Award \$750 expense

Motion to approve Marketing Committee's recommendation that up to \$750 be expensed for one person to attend the Visit Florida Tourism Conference and Flagler Awards in September

Motion: Cook, 2nd Allen, passed unanimously

Visit Tallahassee Placement w/Rowland

Motion to approve Marketing Committee's recommendation that a full page advertorial ad for Franklin County be placed in the upcoming Visit Tallahassee magazine (2013-14 budget).

Motion: Reese, 2nd, Cook, passed unanimously

Grants:

2013-14 Grant Applications:

Motion to approve Grant Committee's recommendation that 51 Grant Applications be accepted for marketing assistance by the TDC:

Motion: Prickett, 2nd Cook, passed unanimously

Note: The process for marketing these 51 grant applications has already been approved by the FCBOCC.

Jackel inquired as to review and status of sustaining grants for 2013-14. Prickett stated this item would be discussed at the next Grants Committee Meeting on August 21, 2013

Continuing Business:

Tourist Tax Levy Proposed Use - Workshops Report -

Chester Reese reviewed both workshops with the board and accounts of the proceedings and felt the Carrabelle meeting went well. Reese explained the increase would enable TDC to market the county to increase tourism in the slow months and to balance out the economy.

Jim Bachrach presented his views and recounted his presentation of information distributed to the audience. Bachrach felt the TDC did a good job of presenting information. The Apalachicola lodging providers expressed a need to be more involved with TDC marketing solutions for their type of rentals to try to increase their business. Prickett felt the audience wanted clear direction as to how the increased funding would be spent.

FCBOCC 2% Request - Chair Jackel indicated she would like to present the request for the 2% increase at the September 3, 2013 FCBOCC meeting. She will present the option to the board. Jackel has requested up to 45 minutes of time for her presentation. She requested all TDC Directors to be present to speak to the Commissioners in support of this increase. Jackel requests that a speaker from each District come to speak to their District Commissioner. Jackel requests that representatives of sustaining grant recipients be present to speak in support of the increase. All informational displays, handouts representing what TDC has done since inception of the ordinance, be finished no later than August 28 to Michael Moron for distribution to the Commissioners the Thursday before the meeting.

Jackel will make the motion to the Commissioners for the 2% increase and she explained that a 1% increase could pass with three Commissioner votes; that a second 1% would require four Commissioner votes.

Reports by Local Government Representatives:

Franklin County: Jackel announced a historic meeting would be held on August 13, 2013 in Franklin County - it would be the first Senate Hearing in the Field; Senator Marco Rubio, Senator Bill Nelson, and Representative Ken Southerland will attend as well as other dignitaries. National TV and area TV stations will record the proceedings. There will be a public rally and live press conference. Opening ceremonies will be held on the Courthouse steps beginning at 10:00 a.m.

City of Apalachicola: Cook presented a letter to FCTDC from the City of Apalachicola's Mayor and Commissioners which states unanimous support to the TDC's request for a 2% increase.

Cook explained the bathroom facilities at the Cotton Exchange are nearly finished, but will not open until maintenance issues are worked out beforehand.

City of Carrabelle - Allen indicated the City of Carrabelle is in process and will issue a letter of support to the TDC for the 2% increase.

New Business:

Recommend to approve three \$500 Requests:

City of Apalachicola Trust for Historic Preservation

Camp Gordon Johnston Smithsonian National Museum Day

FC Humane Society 16th Annual Summer Sizzler

Motion to accept the Grants Committee recommendation to approve all three \$500 requests as stated above:

Motion: Cook, 2nd, Allen, passed unanimously

Sheila Hauser/Royce Rolstad - Video and TV Options Off Season Marketing Proposal for FCTDC -

Royce Rolstad reviewed a proposal from Southern Breeze media with the board. He distributed informational sheets outlining promotional venues of 4 or more new videos to be used for TV coverage for the FCTDC for September and October 2013. This proposal would include new video segments across the county and 30 second video ads to be marketing through Comcast or WCTV. The FCTDC would own the videos and could use them in other areas. After discussion, the board made a motion to accept the proposal.

Motion to accept Southern Breeze Media's offer of Fall and Off-Season Marketing Plan, opting to use Comcast television venues at a total fee of \$5,000 for September and October.

Motion: Cook, 2nd, Allen, passed unanimously

Public Items for the Good of the Order:

Jim Bachrach, moderator for the Apalachicola 2% Workshop, asked to speak on behalf of the Apalachicola Lodging Providers. Jackel concurred.

Bachrach stated he met with the Apalachicola lodging provider group who indicate they are supportive of the TDC's request for a 2% increase; this group plans to organize and bring their issues to the TDC board for discussion and they requested an appearance on the September Agenda.

Jackel suggested perhaps they could be a sub-marketing committee for the TDC to assist with concerns they might have and meet with the TDC Marketing Committee for discussion of options. Reese interjected he felt that Carrabelle might benefit from this same procedure for the trailer park rentals and hotel lodging providers in that area of the county.

Wednesday August 21, 2013 1:30 P.M. Committees, City of Apalachicola Meeting Room

Wednesday September 4, 2013 3:00 P.M. TDC Board, Carrabelle City Offices, Carrabelle

Adjourn: The meeting was adjourned at 4:45 p.m.