

**Franklin County Tourist Development Council Board Meeting**  
**Franklin County Courthouse Annex**  
**August 9, 2011 - 3:00 p.m.**  
**MINUTES**

**In attendance:** Chair Cheryl Sanders, Cal Allen, Alice Collins, Frank Cook, and Chester Reese; absent Mark Friedman, John Hosford, Paul Parker, and Diana Prickett.

**Recording:** Curt Blair, Fran Edwards

**Guests:** Tamara Allen, Cindy Clark, Anita Grove, Sheila Hauser, Tami Hutchinson, Tana Kendrick, Clarice Powell, Royce Rolstad, Elaine Rosenthal, Helen Spohrer, Joe Taylor, Suzanne Zimmerman.

**Call to Order** – Chair Sanders, establishing a quorum, called the meeting to order at 3:08 p.m.

**Introductions** – Chair Sanders recognized the audience and requested introductions.

**Amendments to Agenda** –Continuing Business: BBSB Request – Chair Sanders moved the item to “Continuing Business”

**Minutes** of July 12, 2011 FCTDC Council Meeting – Motion to accept the Minutes as written:

Motion: Collins, 2<sup>nd</sup> Cook, passed

**Minutes** of July 19, 2011 FCTDC Emergency Council Meeting - Chair Sanders directed that, in the future, if a board member wishes to call a special or emergency meeting, that the board member contact Staff to establish the request and must name the specific item in question for discussion. The staff will then forward the request to the Chair (Sanders). If the Chair establishes there IS a need for this special or emergency meeting, the Chair will call the meeting.

Motion to accept the July 19, 2011 Emergency Meeting Minutes:

Motion: Allen, 2<sup>nd</sup> Cook, passed

**Committee Report** July 26, 2011 – distributed to the board for information purposes and is attached to this report by reference.

### **Administrative Report**

**Collections** – A current report was distributed to the Board. Blair indicated that revenues are in line with the projections for the fiscal year. Collins requested that the FCTDC re-visit the idea of local bed tax collections to expedite our financial collection information. Chair Sanders will discuss this item with James Harris and return to the board with this information.

Visit Florida \$5,000 reimbursement for Photo Shoot received – Blair conveyed that the FCTDC had received the check.

Visit Florida \$2,500 Grant Award for Brochure Production – Motion to accept the matching award from Visit Florida for production and that the FCTDC match the \$2,500:

Motion: Cook, 2<sup>nd</sup> Reese, passed

August Press Tour reception – Motion to allocate \$1500 for the “Some Like It Hot” reception on SGI for Thursday, August 25, 2011.

Motion: Collins, 2<sup>nd</sup> Cook, passed

BP Report – Blair stated he would be attending a Directors meeting with BP and the NW Coalition of TDCs on August 18<sup>th</sup>.

### **Committee Reports**

#### Marketing:

Helen Spohrer, Agent for FCTV BP Funding, distributed budget outlines for the \$27,500/each BP Grants for Apalachicola, Carrabelle and St. George Island Coalitions to the board and discussed new developments as follows:

Florida Seafood Festival \$27,500 BP award – Motion to approve previously BOCC approval:

Motion: Cook, 2<sup>nd</sup> Reese, passed

SGL Coalition \$27,500 allocation – Motion to approve \$27,500 for the Franklin County Oyster Festival:  
Motion: Allen, 2<sup>nd</sup>, Cook, passed

Carrabelle Coalition \$27,500 allocations – Motion to approve as submitted:  
Motion: Cook Second: Reese

Apalachicola Coalition \$27,500 allocations – Motion to approve as submitted:  
Motion: Cook, 2<sup>nd</sup>, Allen, passed

Helen Spohrer distributed the proposed list of media contacts supplied by Apalachicola Bay Chamber, Carrabelle Area Chamber, and the SGL Visitor Center for the \$25,000/each allocation. Report is attached by reference.

Sheila Hauser presented a report (attached by reference) for proposed national/regional billboard placement from September-November 2011. Board discussion suggested locations and visibility with best choices, and Hauser will follow up with these suggestions.

#### Grants:

Off Season Grants Insurance Requirement Mandate – Edwards indicated Michael Shuler had stated the FCTDC policy is in place and should be followed. Collins indicated the grant recipients must be aware of the serious nature of not providing the liability evidence, and if not confirmed, the funding should be canceled. Blair suggested an addendum to the contract stating if evidence is not provided by a certain date, that insurance be placed for the event and cost deducted from their grant. The matter was tabled to the Grants Committee meeting of August 23, 2011 for discussion. Cook indicated the Addendum to Contract draft should be onerous enough for the grant recipient to get liability insurance. Addendum will be constructed by staff and reviewed by the Grants Committee on August 23, 2011.

Schedule a Marketing Seminar for new grant applicants in 2011-12 – Staff instructed to set a date and location for review at the next Grants meeting on August 23, 2011.

“Ghostwalk” requested a date change to Sat Oct 29, Chestnut Cemetery – Motion to accept changes:  
Motion: Collins, 2<sup>nd</sup>, Allen, passed

#### Administration:

FCTDC Plan – Blair discussed the Draft changes for the 2011-13 Plan which was emailed to the board for review before the meeting. Motion to accept the 2011-13 FCTDC Plan as drafted:  
Motion: Collins, 2<sup>nd</sup>, Reese, passed

#### **Continuing Business –**

Big Bend Scenic Byway request for funding publications:

Motion to award \$7,500 from FY 2010-11 promotional funds and additional funding per the request will be reviewed for FY 2011-12:

Motion: Reese, 2<sup>nd</sup> Cook

Discussion by Collins requested the motion be amended to fund \$6,133.67 for guides and \$2,797 for tear off maps:

Amended Motion to award \$8,930.67 from FY 2010-11 promotional funds and additional funding per the request for Ebook (\$3,600) will be reviewed for FY 2011-12 promotional expense:

Motion: Reese, 2<sup>nd</sup> Cook, passed

#### **Reports by Local Government Representatives**

Franklin County:

City of Apalachicola: Cook distributed an updated report from Apalachicola.

City of Carrabelle: Allen distributed an updated report from Carrabelle

## **New Business**

\$500 grant requests – Franklin County Senior Citizens

No funds exist for FY 2010-11 for these \$500 requests. The board requested this application be re-submitted at the October 2011 meeting.

H'Cola funding request – a request letter from H'COLA for \$20,000 was submitted. Board discussion with Tami Hutchinson indicated H'COLA was receiving \$5,000 from BP grant funds and \$8,000 from the City of Apalachicola's Coalition BP funding. It was determined to table the request and that Helen Spohrer review the BP \$ for possible funding into 2011-12 fiscal year.

## **Public Items for the Good of the Order**

FCTDC Committee Meetings, August 23, 201 - 1:30 pm, City of Apalachicola Meeting Room;

FCTDC Council Meeting, September 13, 3:00 p.m. **Carrabelle City Offices, Carrabelle;**

Elaine Rosenthal shared updates regarding the Lighthouse Park, the Museum, and the Lighthouse Keepers house. Collins invited everyone to join them for the Grand Opening Reception on Sunday from 2-5. Collins commended the Lighthouse Association for their accomplishments with limited space and limited funding;

Cindy Clark updated the board with the successful Gwinnett Publicity Contest and that 200 solid contacts had been retrieved. Water Street Hotel donated the prize for the Contest;

Tamara Allen invited everyone to attend the Carrabelle History Museum's Grand Opening of the S/S Tarpon exhibit on Saturday, September 3 beginning at 7 p.m. It is the 49<sup>th</sup> anniversary of the sinking of this ship;

Cal Allen invited everyone to attend the FSU lab on Thursday August 11 for a lecture on Dog Island by a renowned historian.

**Adjourn** – Chair Sanders adjourned the meeting at 5:00 p.m. (Chair Sanders' birthday was celebrated with cake!)