

**Franklin County Tourist Development Council  
Board Meeting  
Franklin County Courthouse Annex  
August 14, 2012  
3:00 P.M.  
MINUTES**

**In attendance:** Vice Chair John Hosford, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Paul Parker, and Chester Reese; absent Chair Cheryl Sanders, and Grants Chair Diana Prickett

**Recording:** Curt Blair, Fran Edwards

**Guests:** Caty Green, Anita Grove, Tana Kendrick, Dixie Partington, Elaine Rosenthal and Guest Del Suggs

**Call to Order** – Vice Chair John Hosford called the meeting to order at 3:05.

**Introductions** – Vice Chair inquired as to whether any introductions were necessary. Del Suggs was introduced as a representative from BBSB.

**Amendments to Agenda** – none required.

**Minutes** of July 24, 2012 Council Meeting – Motion to accept Minutes as presented:

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

**Administrative Report**

Collections and Financial Reports – Curt Blair discussed the most recent bed tax collection report and stated that collections continue to escalate; that collections for this fiscal year are up 30%.

Funding Requests from Misc Promotional Budget:

Funding request for visiting journalist hospitality costs – Blair requested emergency funding for a Visit Florida co-op visiting journalist coming to Franklin County. He thought the costs would not exceed \$600. Further discussion on future expenses for visiting journalist's hospitality costs was tabled for the Marketing Committee Meeting for August 28, 2012

Motion to approve up to \$600 for the pending Visit Florida co-op journalist to be paid from miscellaneous promotional allocations:

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

Apalachicola Chamber's request for a new DVD Player (replacement) – tabled for discussion at the Marketing Committee Meeting for August 28, 2012

Webcam placement for SGI – Elaine Rosenthal discussed that she had some BP funding available and is processing a proposal for a webcam to be located at the SGI Lighthouse Park area. She may need additional TDC funding of about \$1,000 to get the most desirable unit and installation. More discussion was tabled for the Marketing Committee Meeting for August 28, 2012

**Committee Reports**

Marketing:

Helen Spohrer – Ms. Spohrer updated the board with information that the 600 ball hats purchased with BP funds had arrived. She distributed them to the board and audience. The cost for each hat is \$9.18. She voiced a suggestion to the Board that the Visitor Centers could sell the hats for \$18, pay back the \$9.18 cost to the TDC so more hats could be purchased. The Visitor Center would keep the difference for expenses. No official action was taken.

Sheila Hauser and Royce Rolstad - rescheduled to appear at the Marketing Committee meeting on August 28, 2012.

Grants:

PALS "Authors in Apalach" date change request – Caty Green, organizer for "Authors in Apalach" event appeared before the Board with a request to change her event to September 28 and 29, 2012. Her main speaker could only schedule this date, and he had given the organization a special rate to come. She felt he was too valuable a draw not to accept his appearance dates.

Motion to approve \$2,158 from 2011-12 unused grant funding from cancellation of Apalachicola Riverkeepers grant event and cancel the PALS 2012-13 grant award.

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

**Continuing Business - none**

**Reports by Local Government Representatives**

Franklin County: No Report

City of Apalachicola: Frank Cook reported the City has developed the historical signage for buildings and is in process of developing a historic map (using data from old Sanborn Insurance Maps) to be placed on a CD for upload to a computer. He will report back to the board as to the progress.

City of Carrabelle: No Report

**New Business:**

Strengthening the BBSB Partnership, Del Suggs, Chair of BBSB – Mr. Suggs appeared to enlighten the board as to the current progress of the BBSB – began organization in 2002 to develop 220 miles as a classic American Drive Destination from US319, along US98 from Leon County, through Wakulla and Franklin County to Liberty county line at Sumatra. Received National Scenic Designation in 2009. Three million dollars in grants have been received for this project. A recent \$150,000 grant was received to develop a mobile website access. Kiosks will be placed along the BBSB for tourists to retrieve information about the drive. Vice Chair John Hosford requested Mr. Suggs return in the future with a power point presentation for the Board. He agreed to do so.

\$500 Request – Apalachicola Chamber Oyster Roast Nov 2, 2012

Motion to grant \$500 for this event, payable from 2012-13 \$500 grants funds.

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

Tuesday, Aug 28, 2012, FCTDC Committee Meeting, 1:30 City of Apalachicola Meeting room

Tuesday September 11, 2012, FCTDC Board Meeting, Carrabelle City Offices, Carrabelle, Florida

Estuaries Day scheduled for September 28. They have also scheduled new Thursday programs from 2:00-3:00 p.m. for different subjects.

**Adjourn:** Vice Chair Hosford motioned to adjourn. Meeting adjourned at 4:10 p.m.