



**Franklin County Tourist Development Council  
Committee Meetings  
Eastpoint Visitors Center  
Wednesday, August 24, 2 P.M.**

**MINUTES**

In Attendance: Chester Reese, Beverly Hewitt, Walter Armistead, Commissioner Frank Cook, Mayor Brenda LaPaz  
Absent: Commissioner Cheryl Sanders, Diana Prickett, Rex Pennycuff, Janalyn Dowden  
Recording: Curt Blair, Laura Graham, Jean Lane  
Guests: Tana Kendrick, Cindy Clark, John Solomon, Royce Rolstad

**Marketing Meeting**

The meeting was called to order at 2:15 P.M.

Chair, Chester Reese asked for approval of the July 27, 2016 Committee Meeting minutes.

Motion to approve the July 27, 2016 Committee Meeting Minutes.

Motion: Armistead. Second: Hewitt. Passed.

John Solomon, President of the Florida Seafood Festival approached the board for emergency funds for the 2016 Florida Seafood Festival. Mr. Solomon stated this was a one-time request for assistance to help make up for additional costs incurred last year due to the festival ride company canceling four days before the event. The festival committee was forced to purchase kid rides. This purchase was not budgeted and therefore a large deficit for this year's budget.

Motion to approve a one-time emergency supplement of funds for \$10,000 for the 2016 Florida Seafood Festival.

Motion: Armistead. Second: Cook. Passed 4:1. Opposed: Hewitt.

Mr. Blair presented a copy of the proposed 2016-17 Promotions budget. Mr. Blair reviewed the plan for the additional expenditures that will be available with an additional \$99,355 in revenue. After review and discussion the board recommended to add \$5,000 for printing of brochure production; deducting \$2,500 from co-op advertising, \$1,500 from dues and memberships and \$1,000 from promotional giveaway items.

Motion to recommend the 2016-17 Promotions Budget to the board for approval with the discussed changes.

Motion: Cook. Second: LaPaz. Passed.

Mr. Blair presented an article from , "The Telegraph" from London, England a top publication in the U.K., that highlighted Franklin County as an exclusive tourist destination.

Public Comment: none.

Meeting adjourned at 3:50 P.M.

