

**Franklin County Tourist Development Council
Board Meeting
City of Apalachicola Community Meeting Room Apalachicola, Florida
Monday, August 4, 2014, 3:00 P.M.**

In Attendance: Chair Pinki Jackel, Walter Armistead, Frank Cook, Beverly Hewitt, Diana Prickett, Chester Reese; absent was Paul Parker, Rex Pennycuff, Charlotte Schneider;

Recording: Fran Edwards, absent Blair (attending mandated Tourism classes in Dahlonga, Georgia)

Guests: Cal Allen, Tamara Allen, Jim Bachrach, Cindy Clark, Delores Hardin, Tana Kendrick, Ammra Lewis, Linda Minichiello, Atul Patel, Royce Rolstad, Chuck Spicer, Joe Taylor, Suzanne Zimmerman

Call to Order: Chair Jackel called the meeting to order at 3:02 pm.

Introductions: No introductions were made.

Amendments to Agenda: There were no requests for amendments to the agenda.

Minutes of June 2, 2014 Council Meeting - Chair Jackel called for motion of approval for Minutes of June 2, 2014:

Motion to approve Minutes of June 2, 2014 as presented:

Motion: Cook, 2nd, Prickett, passed unanimously

Distributed to the Board - Committee Report of June 25, 2014, Committee Report of July 16, 2014, no action necessary

Administrative Reports: In Blair's absence, Fran Edwards discussed the following items:

Collections - Edwards reported that the May collections of \$145,000 put the year to date collections with excess of \$20,000 over the projected budget

Financials - Edwards confirmed the board had received their emailed financial reports

Media - Cindy Clark of Bay Media presented the new reprint copy of the Visitors Guide for review and requested board approval to release; Clark also requested the board approve \$750 delivery costs for these Visitor Guides to the appropriate destinations, that the \$750 would be spent from a 3% early payment discount earned from Boyd Printing:

Motion to approve the Visitor Guide for release and deliveries and to expense up to \$750 delivery costs by Forgotten Coastline

Motion: Armistead, 2nd, Cook, passed unanimously

Web Stats - none available, but Tana Kendrick from 2kwebgroup distributed new PR print articles received over the week-end - Miami Herald (one of Geiger's writers), Bird from South and one about a small 325 sf vacation rental on SGI.

Vendor Contracts - Chair Jackel confirmed with the board they had received via email, the FCTDC Service Contracts for 2kwebgroup, Allyn Inc., Bay Media, and FCTV. Chair Jackel indicated her understanding is that these 2014-15 contract are the same as existing contracts used for 2013-14. Jackel requested a motion to approve all existing contracts:

Motion to approve 2kwebgroup, Allyn Inc, Bay Media, and Forgotten Coast TV contracts as presented:

Motion: Reese, 2nd, Cook, passed unanimously

Sustaining Grant Contracts - Chair Jackel confirmed they had received via email, the seven sustaining grants contracts for 2014-15. Jackel explained the contracts were identical as last year except for addition of requiring 50% match to the funding, and are issued to the same non-profit organizations of City of Apalachicola HCA Center, Carrabelle History Museum, Carrabelle Lighthouse Association, SGI Lighthouse Association, City of Apalachicola Raney House Museum, Camp Gordon Johnston Association, and Dixie Theatre Foundation.

Motion to approve City of Apalachicola HCA Center (10,000), Carrabelle History Museum (10,000), Carrabelle Lighthouse Association (20,000), SGI Lighthouse Association (20,000), City of Apalachicola Raney House Museum (20,000), Camp Gordon Johnston Association (20,000), and Dixie Theatre Foundation (20,000).

Motion: Reese, 2nd, Cook, passed unanimously

Committee Reports:

Marketing:

Addition of Bing to Social Media

Motion to approve \$5,000 additional promotional funds to social media/internet allocation of \$18,000, bringing the total to \$23,000:

Motion: Reese, 2nd, Prickett, passed unanimously

Randall TM Proposal:

Motion to approve promotional allocation for \$3,000 for Judy Randall's Marketing Seminar in Franklin County, scheduled tentatively in October, and to approve up to \$1,000 promotional allocation for Randall's travel expenses.

Motion: Prickett, 2nd, Cook, passed unanimously

Forgotten Coastline Lodging Provider Insert to Monthly Coastline Publication (including Delivery) Proposal:

Motion to approve Chuck Spicer's proposal for promotional funds of \$1,980 per month for a FCTDC four page camera ready insert to the monthly print of the Coastline publication and delivery to scheduled area destinations:

Motion: Armistead, 2nd, Prickett, passed unanimously

Brochure: Cindy Clark presented the final copy of the All County Brochure design for review and requested the board to approve the draft for publication and expense from promotional funds:

Motion to approve the All County Brochure for printing and approval to distribute and expense from promotional funding:

Motion: Cook, 2nd, Prickett, passed unanimously

ROAD SIGNS: Added discussion: Cindy Clark presented the final draft of the new road signage design:

Motion to approve design and proceed with six signs; motion includes a FCTDC copyright of the design for bumper stickers and t-shirts, expense promotional funds up to \$10,000:

Motion: Reese, 2nd, Cook, passed unanimously

Grants: Grants Chair Dianna Prickett presented the documents relevant to the 2014-15 Event Promotional Assistance and requested the board to approve the documents and the release of information online:

Motion to approve 2014-15 Non-profit Event Promotions Program, w/50% match funds for out of area marketing; Motion to approve 2014-15 Non-profit Event Promotions Program Release online of "Letter of Intent Notification to Participate" and to email letter to all 2013-14 grant recipient non-profits, advising them of the current program for Promotional support.

Motion: Reese, 2nd, Cook, passed unanimously

2014-15 Grants Budget Discussion regarding \$100,000:

Motion to approve \$92,000 as per budget allocations approved by Committees (\$20,000 media packages; \$36,000 TDC out of area marketing, \$36,000 for \$1500 advertising match to nonprofit event organization:

Motion to table \$8,000 small grant requests of 32 @ \$250 each for discussion for criteria deliverables required to award funds:

Motion: Hewitt, 2nd, Cook, passed unanimously

Continuing Business: Visitor Center Staff Time: Reese added discussion:

Motion to table to Committee Meeting for review

Motion: Cook, 2nd, Armistead, passed unanimously

Reports by Local Government Representatives:

Franklin County: Chair Jackel reported the Eastpoint Visitors Center is expected to complete end of September

City of Apalachicola: No report

City of Carrabelle: No report

New Business:

Board Vacancies - Chair Jackel informed the board that Paul Parker has expressed a desire to leave the board October 1; that Diana Prickett's term is up on October 1 but she has expressed a desire to continue her seat on the TDC.

Motion to advertise Paul Parker's seat vacancy

Motion: Cook, 2nd, Reese, passed unanimously

Motion to extend Diana Prickett's term as a lodging provider seat on the TDC for another term, to expire Oct 1, 2018

Motion: Hewitt, 2nd, Reese, passed unanimously

\$500 Requests:

City of Apalachicola Stakeholders Meeting

Camp Gordon Johnston Smithsonian National Museum Day

Apalachicola Area Historical Society - Raney Days book signing and Raney family reunion

PALS "Heritage Dinner" -Apalach Greek History 9/26/14

Motion to approve all four \$500 grant requests:

Motion: Cook, 2nd, Reese, passed unanimously

Girls Soft Ball Tournament - World Series, Request for funding

Motion to approve \$5,000 for Dixie Belles travel to Louisiana for World Series:

Motion: Cook, 2nd, Reese, passed; Hewitt nay;

Public Items for the Good of the Order:

Wednesday August 20, 2014 1:30 P.M. Committees, City of Apalachicola Meeting Room

Wednesday September 3, 2014 3:00 P.M. TDC Board, Carrabelle City Offices, Carrabelle

Wednesday September 17, 2014 Committees, Carrabelle City Offices, Carrabelle

Adjourn: Meeting was adjourned at 5:02 p.m.