

**Franklin County Tourist Development Council
Franklin County Courthouse Annex
Council Meeting, December 1, 2009, 3:00 PM**

BOARD MINUTES

In attendance: Chair Spohrer, Allen, Ash, Collins, Hauser, Parker, Taylor

Recording: Blair, Edwards

Guests: Glynis Nichols, Cindy Clark, Suzanne Zimmerman, Arlene Oehler

Call to Order: Meeting was called to order by Chair Spohrer at 3:00 p.m.

Introductions: Audience members were recognized.

Amendments to Agenda: none required

Minutes of November 3, 2009 Council Meeting –

Motion to approve as presented:

Motion: Collins, 2nd Hauser, passed

Staff Reports:

Collections – Blair distributed FY and Calendar year-to-date Collections and reported that the county is only down by 3%.

EOC Comprehensive Plan meeting Nov 10, 2009 – Staff Edwards presented a synopsis of her attendance at this meeting and distributed a report of the events, attached by reference to these Minutes.

FCBOC Capital Expense Request – Blair presented a request from the FCBOC to approve \$28,000 for the SGI Lighthouse Keepers house to be paid from the county's allocation:

Motion to expense \$19,000 from Franklin County 2008-09 portion of capital funds:

Motion: Collins, 2nd, Parker, passed

Motion to expense \$9,000 from Franklin County 2009-10 portion of capital funds:

Motion: Collins, 2nd Taylor, passed

Committee Reports:

Marketing:

Marketing Assistance to Franklin County for Oyster Ban – Chair Spohrer reported that the Oyster Ban problem is not over. The Center for Science in the Public Interest is the driving force still pushing the FDA. Allen and Ash indicated that elected Florida legislative teams are continuing the fight against the ban with full support. The FCTDC will continue positive marketing efforts to eliminate this threat to the economy of Franklin County. Promotional funding will be requested from the FCBOC to allocate some of the TDC capital outlay budget allocation.

TDC Plan: Chair Spohrer urged the council to attend the FCBOC Joint Workshop 12/15/09 in Carrabelle. The TDC will meet at 1:30 pm in Carrabelle for final discussion of the Plan. The Plan will be presented to the FCBOC at 3 pm.

Council accepted the Draft TDC Plan as written with the following changes:
Page 2 – III. Revenue Projections, paragraph 2. For consistency purposes, actual revenues will be revised to be stated per the fiscal year total rather than the calendar year total.

Geiger Press Tour Reception 12/2 – Collins reported possible weather delays but that everything is in place and ready at Southern Star in Sunset Beach.

Surveys – Chair Spohrer presented a plan to canvas all TDC sponsored events with marketing questionnaires. Staff was instructed to pursue costs for generic business cards, name tags, questionnaire (attached to these Minutes for reference) and possible personnel. Two to four persons would be hired at \$8-10 per hour for each event. Costs would be paid from administrative budget allocation and begin with January events. Allen will seek volunteers to conduct this survey for the December 12, 2009 Boat Parade of Lights in Carrabelle.

Motion to proceed with this program as outlined by Spohrer:

Motion: Collins, 2nd Taylor, passed

Airport Marketing update – Hauser reported that display artwork for both airports are complete. The displays will go up December 18. In the spring, PC airport will contact TDC for continued guaranteed services at the new PC airport. Staff indicated that a motion would be required for the annual costs, rather than on a monthly basis.

Motion to allocate up to \$11,000 for airport marketing costs at both Panama City and Tallahassee Regional:

Motion: Parker, 2nd, Taylor, passed

Grants:

2010 Grant Application Workshop Schedule – Feb 16 agenda to be confirmed at January Committee Meeting

Marketing Workshop for Grant Recipients – Date yet to be determined

Brochure re-order, storage location – Taylor reported that Mayor Johnson is in agreement that 7,500 more TDC brochures can be delivered to Coombs Armory for storage for the TDC. Some will be delivered to the airports – Hauser will furnish contact names for delivery.

Continuing Business: The Beach – Taylor expressed concern that the short window for notice of meetings prevent possible attendance by members. This will be discussed with Mel Ponder.

Reports by Local Government Representatives:

Franklin County: - no further report

City of Apalachicola: - Ash distributed a current report and is attached to these minutes by reference.

City of Carrabelle: - Allen reported he had received verbal complaints that the seafood served at the Seafood Festival was not local and that it should be.

New Business: no discussion

Public Items for the Good of the Order: Chair Spohrer reminded the council of the next meeting in Carrabelle at 1:30 on December 15, 2009 and with the FCBOC at 3:00 pm.

Adjourn: Meeting adjourned at 4:00 p.m.