

Franklin County Tourist Development Council Board Meeting

Carrabelle City Office Complex

December 13, 2011 - 3:00 p.m.

Minutes

In attendance: Chair Sanders, Allen, Collins, Cook, Friedman, Parker (3:30 p.m.), Reese;

Absent : Hosford, Prickett

Recording: Blair, Edwards

Guests: Tamara Allen, Debbie Geiger, Anita Grove, Sheila Hauser, Shari Hubbard, Elaine Rosenthal, and Suzanne Zimmerman

Call to Order – Chair Sanders called the meeting to order at 3:00 p.m.

Introductions – Chair Sanders called for any introductions. None were requested.

Amendments to Agenda - Chair Sanders inquired if there were any changes to the Agenda. Curt Blair requested the following changes: deletion of Dixie Partington's presentation (it will be placed on the January agenda), under New Business Blair requested that a \$500 grant request be placed for discussion; Friedman requested that the Apalachicola Chamber request for \$600 for Walking Tour brochure printing be placed under New Business. So moved.

Minutes of November 8, 2011 FCTDC Council Meeting – Chair Sanders requested approval of the November 8, 2011 Minutes as written. Collins requested that the last paragraph, final page, referring to her discussion, that ... "representing tourism", be replaced with "representing lodging tourism..."

Motion to approve Minutes as revised:

Motion Collins, 2nd, Reese, passed

Administrative Report

Collections –Blair commented on the record breaking collections for the 2010-11 fiscal year – revenue is up 6%+.

Financial reports – Blair requested the board to review the Final FY reports and the new fiscal year-to-date report for October through Nov 30, 2011.

BP Report- Blair reported that the Media Buy 3 had been approved by BP.

Blair requested a \$1,000 funding transfer from Miscellaneous Promotional to Administrative costs:

Motion to transfer up to \$1,000 from Miscellaneous Promotions to Administrative:

Motion: Collins, 2nd Cook, passed

Friedman inquired who approves the press releases that he received in an email. Spohrer explained that the policy was that Bay Media composes the copy, and the FCTDC Chair and Administrative staff review the text prior to distribution. That full committee review is impractical for timely releases. Blair said he would make sure the Chair was included on the distribution.

Committee Reports

Marketing:

2011-12 Media Budget – item not presented for review

Change Order #5 – Helen Spohrer, agent for BP funding, indicated that Change Order #5 had been approved by BP. This C.O. #5 simply transfers \$40,000 from Traditional Marketing/Online Banner Ads, over to Traditional Marketing/Internet Marketing. The change is based on favorable results of internet activities; the change does not affect any approved Media Buy Schedules.

Motion to accept Change Order #5:

Motion: Friedman, 2nd Allen, passed

BP Promotions Report – Helen Spohrer updated the Board with current successes and future activities. The geocache contest has been a phenomenal success and 100 additional serialized coins have been ordered. Ms. Spohrer read a letter from a geocache participant from Georgia who had never been here but came to Franklin County as a direct result of the geocache contest. The tourist was so impressed with the county, he wrote "any future vacation plans will always include Franklin County."

Ms. Spohrer distributed the "Lonely Planet" international travel publication with impressive coverage of Apalachicola and Franklin County. The cost to participate was only \$700.

Ms. Spohrer conveyed information that BP\$ will be used to host the five Visit Florida Welcome Centers directors and staff in March 2012. Visit Florida requested they be invited to visit Franklin County so they could become more informed about this area and pass that information to visiting tourists at each center. Sheila Hauser is managing the event.

Ms. Spohrer indicated that Media Buy 4 is in draft form at this time and will include major advertising in anticipation of Spring and Summer tourism. The top 10 list of TDC website hits are currently Florida, Georgia, Tennessee, Alabama, Texas, Ohio, New York, Indiana, Illinois and California; top page hits are beaches, places to stay, events, and rentals.

Continuing Business

Debbie Geiger and Shari Hubbard were present to discuss the spring press tour.

Shari Hubbard requested that a date be set so they could begin preparations for the tour. She suggested April 18-22, 2012.

Motion to accept April 18-22, 2012 as the spring tour date:

Motion by Collins, 2nd Cook, passed

Ms. Hubbard distributed the most recent quarterly publications report with the Board. There have been 78 articles to date for 2010-11 and she indicated on page 24 is a list of anticipated articles that will soon be published. The value of free publicity to Franklin County so far now totals \$1,504,077 for the fiscal year. That for every \$1 FCTDC invested, the return is \$3.67.

Reports by Local Government Representatives

Franklin County – no report

City of Apalachicola – Cook distributed the updated TDC funding report

City of Carrabelle – Allen reported on the successful Holiday Boat Parade

New Business

Dixie Partington – Big Bend Scenic By-ways Presentation – Dixie was unable to attend; this item will be placed on the January agenda.

\$500 request from Weems “Roast and Toast” on January 7, 2012

Motion to approve:

Motion: Allen, 2nd Cook, passed

Friedman requested funding for the Apalachicola Bay Chamber to reprint their historical walking tour brochure.

Motion to approve \$600 for reprints of this brochure:

Motion: Allen, 2nd Cook, passed

Public Items for the Good of the Order

FCTDC Committee Meetings, December 27, 2011 - 1:30 pm, City of Apalachicola Meeting Room –

Motion to cancel due to holiday schedules:

Motion: Friedman, 2nd Reese, passed

FCTDC Council Meeting, January 10, 2012 - 3:00 pm, Franklin County Courthouse Annex

Chair Sanders presented a letter of request from the Apalachicola Riverkeeper to support their endeavor to designate an Apalachicola River Blueway paddling trail.

Motion to direct staff to generate letter;

Motion: Allen, 2nd Cook, passed

Adjourn – Chair Sanders adjourned the meeting at 3:57 p.m.