

Franklin County Tourist Development Council
Franklin County Courthouse Annex
MINUTES, December 2, 2008 - 3:00 p.m.

Present: Paul Parker, Alice Collins, Frank Cook, Shelia Hauser, Diana Prickett, Cheryl Sanders, Helen Spohrer, Joe Taylor

Recording: Curt Blair, Fran Edwards, Amy Hodson

Attending: Elaine Rosenthal, Paula Pickett, Cindy Clark, Bev Hewitt, Dixie Partington, Gail Gerrard

I. Call to Order - Vice Chairman Helen Spohrer opened the meeting at 3:10 PM.

II. Introductions:

The Chairman introduced newly reappointed member Commissioner Cheryl Sanders to the Board. In addition, she noted the presence of Paula Pickett from the Gulf County TDC who would be appearing before the board later in the agenda. Mrs. Sanders recognized Gail Gerrard from the engineering firm of Bailey, Bishop and Gerrard.

III. Reorganization - Paul Parker now having arrived to the meeting opened discussion on the selection of a new Chairperson and Vice Chairperson. After discussion, the Chair recognized Sheila Hauser for a motion:

Motion: To elect Helen Spohrer as Chairperson and Cheryl Sanders as Vice Chairperson.

Motion: Hauser. Second: Collins. Passed

Motion: To close nominations. Motion: Cook. Second: Taylor Passed.

IV. Amendments to the Agenda - Mrs. Collins asked to add a report from Elaine Rosenthal about the St. George Lighthouse opening to the agenda. The chairman opened the floor to Ms. Rosenthal.

V. Minutes of Previous Meeting -

Motion to accept the minutes of the November meeting.

Motion: Collins. Second: Cook. Passed

VI. Staff Report -

Collections - Staff provided a year-to-date and fiscal year collections report which are attached by reference to these minutes.

Administrative Report - The monthly Administrative Report was provided to the members which is attached to these minutes.

FCTV Contract: Staff presented to the Board a contract for creation and airing of a second show on FCTV for the purpose of highlighting events in Franklin County. Mr. Blair reported that the contract was for \$3,000 for production costs of a 30 minute show, and \$800 per month for air time for two showings a day for twelve months.

Motion: To approve the contract with FCTV and recommend it to the County Commission.

Motion: Parker. Second: Cook. Motion Passed with two abstentions. Spohrer and Hauser

Staff was requested to provide board members with forms necessary for declaring an abstention.

VII. Committee Reports

Marketing -

The Beach: Chairman Spohrer reported that several members of the TDC and staff had attended the recent Beach meeting in Destin including Diana Prickett and Joe Taylor and that this type of participation was essential to obtain the best advantage from The Beach membership.

Joe Taylor volunteered to be the official TDC representative of The Beach.

Curt Blair reported that he and Mel Ponder were planning to arrange for hosting The Beach board at the Water Street Hotel in February.

Geiger and Associates: The Marketing Committee reported having reviewed and approved an extension for the Geiger contract from March to September 2009 for an additional \$37,500. The extension would include an additional FAM tour in May 2009. Staff reported that the funds could be utilized from the Reserve account in the TDC budget for 2009. Members discussed preparing a survey for participating businesses to help improve the quality of the trips.

Motion: To approve the Geiger extension.

Motion: Collins. Second: Hauser. Passed.

2K Web Group: Staff presented a proposal from 2K Web Group to modify their existing contract to revise the TDC web site to allow staff to make changes in house to the information on the web site. The total of the contract additions would be \$2,580 and was included in the Promotions budgeted items.

Motion: To approve the contract revision.

Motion: Cook. Second: Taylor. Passed. One abstention: Sanders

Bay Media: Staff presented a letter of agreement with Bay Media that included a revised scope of work that had been previously approved by the Marketing Committee and Board. The contract was for one year, beginning in October at the rate of \$2,000 per month.

Motion: To approve the Bay Media agreement.

Motion: Cook. Second: Hauser. Passed

Data Entry: The staff reported that since more and more tourism marketing is being done on the internet, the Marketing Committee had requested assistance in data entry services. The staff agreed that such services, while being overseen by the administrator, should be billed at a rate of \$16/hour rather than the \$42/hour for administrative services. The data entry hours would be limited to 10 hours per week.

Motion: To approve up to 10 hours per week of data services at the rate of \$16/hr to be taken from the Promotions budget account.

Motion: Cook. Second: Parker. Passed.

VIII. Continuing Business:

Paula Pickett from the Gulf County TDC appeared before the Board to discuss the Gulf County experiences with local collection of the Tourist Tax. She reported that her group had had success in making the transition and answered a number of the questions Board members had about local collections. The staff will follow up the meeting with a subsequent request for such a presentation from DOR.

IX. Local Government Project Report

- 1) Franklin County: Cheryl Sanders reported that Helen Spohrer and Paul Parker were reappointed by the Commission at their last meeting.
- 2) City of Apalachicola: Attached to these minutes
- 3) City of Carrabelle: No report

X. New Business:

Special Requests: Two special requests were presented to the Board.

- 1) St. George Island Business Association: \$500 for Christmas lighting. Motion: To approve the request: Motion: Taylor. Second: Cook. Passed
- 2) Alligator Point Taxpayers Association: \$500 for Sign. Motion: To approve the request: Motion: Parker. Second: Collins. Passed.

XI. Public or Items to the Good of the Order:

Several letters of appreciation were distributed to the Board.

The Chairman reported that she would attend the County Commission later this month to present the contracts approved.

It was agreed to cancel the December meeting of the Marketing Committee. In addition Board members asked that the January Board meeting be limited to a presentation by Geiger and Associates and a discussion of the budget.

XII. Adjourn: The meeting was adjourned at 5:00 P.M.