

Franklin County Tourist Development Council
Minutes
December 4, 2007
Franklin County Courthouse Annex
3:00 P.M.

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

Recording: Curt Blair, Fran Edwards

I. Call to Order

The meeting was called to order by Chairman Paul Parker at 3:24.

II. Introductions

The chairman asked that members of the public introduce themselves.

III. Amendments to Agenda

IV. Minutes

- The Minutes of the November Council meeting had been mailed in advance. A motion was made by Sheila Hauser and seconded by Frank Cook to approve the Minutes.
- The Minutes of the November Marketing Committee were presented for information

V. Staff Report

- **Collections:** Latest numbers regarding collections were presented by staff. As \$46,282.77 or a 20% increase over the previous year.

-Financial Report: Staff presented as a handout a financial report showing the status of allocations and expenditures. Mr. Blair also reported that the staff would be putting the TDC accounting on Quick Books in order to provide more detailed information for the members.

- **Visitor Centers:** Staff reported that the Contracts for the Visitor Centers was completed and ready for signature by the Centers for any who had not already done so.

VI. Committee Reports

- **Marketing Committee**

The Minutes for the Marketing Committee had been distributed. The staff reported that the contract for W2k had been executed by the county and that the company would begin working on the revisions.

Helen Spohrer reported that she would be conducting a marketing seminar for small grant recipients in February or March.

Ms. Spohrer also put out an additional request for photos and asked staff To contact Geiger and Associates to get a list of exactly what photo items Still needed to be completed.

- **Grants Committee:**
- **Small Grants:** Joe Taylor presented to the members the list of small grants that had been reviewed and approved for funding.
Motion: To approve the small grant funding request. Motion Taylor, Second Cook. Motion passed unanimously.
- **Non-Profit Sustainable Grants:** Joe Taylor also presented a list of three non-profits that the Committee proposed to receive sustaining grant funds.
Motion: To approve the sustaining grant requests. Motion Cook, Second Prickett. Motion passed unanimously.

VII. Continuing Business

- **Work Force Development** The Council heard a presentation from Joe Chavarria who is the Business and Education Liaison of the Gulf Coast Workforce Board. The Council discussed the possibility of developing a cooperative service personnel training program with the Workforce Board. Sheila Hauser was asked to work with the Board and bring back some possible program outlines for such training.

VIII. Reports by Local Governments

- **Franklin County:** Mr. Blair reported that the County Commission had agreed to use \$50,000 of the Land Acquisition funds to help in the purchase of the Lombardi Seafood tract at Two Mile outside Apalachicola. Mr. Blair also reported that new County Commission Chairman Noah Lockley had appointed Russell Crofton to fill the Commission position on the Council.
- **City of Apalachicola:** Commissioner Cook reported that the City had now completed the rebuilding of the tennis courts in Apalachicola. That the skate board park was not yet under construction. He also reported the city was in the process of approving a grant to refurbish the Holy Family building for use as a museum and senior center. Finally he reported that the Scipio Creek project was in the process of getting environmental completed.
- **City of Carrabelle:** No report from Carrabelle

IX. New Business

- The Board discussed further the need for marketing and data management and decided to call a special workshop of the Marketing Committee to discuss a variety of marketing items on December 14 at 9:00 A.M.

IX. Public Items to the Good of the Order (No action will be taken)

Anita Grove provided the Council with copies of news clippings that were the result of visits by members of the press to Franklin County

X. Adjourn: The meeting was adjourned at 4:36 P.M.