

Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex, Apalachicola
Wednesday, February 5, 2014, 3:00 P.M.
MINUTES

Amended and Approved: 3/5/14

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

Recording: Curt Blair, Fran Edwards

Guests: Cal Allen, Tamara Allen, Jim Bachrach, Cindy Clark, Anita Grove, Tana Kendrick, Linda Minichiello, Judi Stokowski, Lynn Wilson and Suzanne Zimmerman; also a representative from Florida Dept of Agriculture Marketing Team;

Call to Order: Establishing a quorum, Chair Jackel called the meeting to order at 3:01 p.m.

Introductions: No introductions were made

Amendments to Agenda: Chair Jackel requested that Appointment of Committee Chairs and Members be moved to the discussion of Election of Chair and Vice Chair section:

Election of Chair and Vice Chair - Chair Jackel requested the board to retain her as Chair, and Paul Parker agreed to be retained as Vice Chair for 2013-14.

Motion to retain Pinki Jackel as Chair, and Paul Parker as Vice-Chair of the FCTDC for 2013-14:

Motion: Prickett, 2nd Reese, passed unanimously

Committee Assignment of Chairs, Vice Chairs, and Members - Chair Jackel made the following recommendations for Chair and Vice Chair for Committees:

Administrative: Chair/Parker; Vice Chair/Pennycuff

Grants: Chair/Prickett; Vice Chair/Hewitt

Marketing: Chair/Reese; Vice Chair/Cook

Chair Jackel requested the board to create an additional Committee known as "Small Lodging Provider" and requested that Chester Reese be assigned Chair and Rex Pennycuff assigned as Vice Chair;

Board Members were then requested to announce their preference as Committee Members as follows:

Administrative: Chair Parker, Vice Chair Pennycuff, Voting Members Cook, Hewitt, Parker, Prickett

Motion to accept slate as indicated herein:

Motion Hewitt, 2nd Reese, passed unanimously

Grants: Chair Prickett, Vice Chair Hewitt, Voting Members Cook, Parker, Pennycuff, Reese, Schneider

Motion to accept slate as indicated herein:

Motion Reese, 2nd Parker, passed unanimously

Marketing: Chair Reese, Vice Chair Cook, Voting Members Armistead, Hewitt, Jackel, Parker, Prickett, Schneider

Motion to accept slate as indicated herein:

Motion Pennycuff, 2nd Armistead, passed unanimously

(New) Small Lodging Providers: Chair Armistead, Vice Chair Schneider, Voting Members Hewitt, Prickett

Motion to accept slate as indicated herein:

Motion Reese, 2nd, Pennycuff, passed unanimously

Minutes of January 8, 2014 Council Meeting - Motion to accept the Minutes of January 8, 2014 as presented:

Motion: Schneider, 2nd, Prickett, passed unanimously

Minutes of January 22, 2014 Committee Meeting - no action required

Administrative Reports: Curt Blair, Administrator, discussed the following reports:

Collections - Collections for FY 2012-13 exceeded expectations; Annual FY total collections was \$978,073, \$92,000 over the previous year. 2013-14 collections through November are down 1.40% at this time over previous fiscal year.

Financials - Blair confirmed distribution of the P & L report for review generated from Allyn's records. This is not an official financial report, as only the county's records are official.

Media - no report at this time

Web Stats - 2kwebgroup generated a report as distributed to the board; activity spike was noted on Jan. 22nd.

VC Stats - not available at this time

Dixie Theatre; Main Street; City of Apalachicola - requests for TDC support letter for their Visit Florida applications - Motion to approve generating support letters for all requests; No TDC \$ will be used.

Motion: Parker, 2nd, Hewitt, passed unanimously

Committee Reports:

Grants - no report

Marketing

Domain Names - Blair distributed a final list of 15 domain names to represent the FCTDC:

anaturalescape.com.
apalachicolasforgottencoast.com
asaltyescape.com
floridasforgottenbeaches.com
northwestfloridasforgottencoast.com
northwestfloridanaturalcoast.com
nwfloridanaturalcoast.org
nwfloridasnaturalescape.com
oldfloridabeaches.com
saltyfl.com
saltyflorida.com
saltytothebone.com
wersalty.com
wersalty.com
nwfloridanaturalcoast.com

Motion to accept and continue 15 domains as recommended herein:

Motion: Parker, 2nd, Schneider, passed unanimously

Continuing Business:

TDC Bi-annual Plan - Blair requested input from the board regarding the draft revisions in the 2013-2015 TDC Plan.

Discussion resulted in a consensus to accept the draft:

Motion to accept the presented changes in the 2013-15 TDC Plan Draft for subsequent review by the FCBOCC for acceptance and further public hearing:

Motion: Parker, 2nd Prickett, passed unanimously

Visit Florida Grant Applications - Cindy Clark confirmed that she is preparing three Visit Florida grant applications for the FCTDC for 2014-15 fiscal year:

\$5,000 Cultural, Historical Rural Application: Reprint of Areawide Brochures; has a \$2,500 match

\$5,000 Marketing Grant Application: advertising will include county-wide brochures and area brochures for use by the three Visitor Centers: Apalachicola Historic Walking Tour, Carrabelle Waterfront and Business Walking Tour, SGI/Gulf/Wakulla Lighthouse Tour; has a \$5,000 match -

Motion to proceed to submit these two grant applications and also to proceed with promotional

expense of \$600 in FY 2013-14 to print 4,000 emergency Apalachicola Historic Walking Tour brochures immediately:

Motion: Schneider, 2nd Reese, passed unanimously

Chester Reese requested TDC generate a \$2,500 matching advertising grant to Visit Florida to assist with the development of a Fish Kiosk at Carrabelle's waterfront. He estimates a cost of \$5500 and survey of about \$350 - Reese confirmed he has commitments of about \$1,000 from area business to assist with this project.

Motion for Bay Media to proceed with a Visit Florida grant application for this project:

Motion: Schneider, 2nd, Parker, passed unanimously

Big Bend Scenic By-ways Kiosks - As the TDC representative to the BBSB, Reese explained the current FCTDC/FCBOCC approved commitment of the FCTDC of \$25,000 for the Big Bend Scenic Byways designation and development of kiosks along this corridor in Franklin County. \$7,500 of the commitment was paid in 2012; the additional amount is due now; however, TDC has allocated \$12,500 to be paid from 2013-14 budget. The final \$5,000 will be budgeted in the 2014-15 budget for payment. Limited information is available at this time so Reese indicated he will research as to locations of kiosks and Reese and Parker will work with BBSB/Leon County on the locations that will be approved by the FDOT and other agencies. Reese will report back to the FCTDC next board meeting.

Motion to pay BBSB the approved balance of this project, contingent upon the board's satisfaction with the final project as presented. Item is tabled to the February Committee meeting on February 19th.

Motion: Reese, 2nd Schneider, passed unanimously

New Business:

Eastpoint Meeting Location - Chair Jackel requested that future meetings of the FCTDC and FCTDC Committees be scheduled as each third meeting in Apalachicola at the Courthouse Annex/Community Room; Eastpoint at the Estuary for both meetings, and Carrabelle City Offices for both meetings. Staff will follow up with personnel at the Estuary for scheduling. New Future Schedule will be generated and published.

\$500 Grant Request - Carrabelle Artist Association, Inc., March 8, 2014 -

Motion to approve \$500 grant request for Carrabelle Artist Association's event:

Motion: Schneider, 2nd, Reese, passed unanimously

At this time, in consideration of the limited funds for this fiscal year, Chair Jackel requested a motion that the FCTDC does not accept any further 2013-14 funding requests from any organization which does not specifically "fit" a budgeted category or specific allocation category.

Motion that the FCTDC does not accept any further funding requests that do not specifically relate to 2014-15 budgeted allocations:

Motion: Schneider, 2nd, Parker, passed unanimously

Presentations to the Board:

A Representative of the Florida Humanities Council will be requesting assistance for a reception - did not appear but Blair confirmed the FHC is having a two day workshop in Apalachicola, in March 2014, and FH has requested TDC approve \$1,000 funding for their reception. The matter was tabled for the March 5, 2014 TDC Board meeting.

Florida Park Service Advisory Board request for TDC representation - Blair explained that the Florida Park Service has requested that a TDC Board Member be assigned to the Franklin County Orman House and John Gorrie Museum Advisory Board. The next meeting will be Wednesday, March 19th at the Apalachicola Community Room at 9:00 am. Curt Blair was assigned to attend the first meeting.

Reports by Local Government Representatives:

Franklin County: Chair Jackel explained current developments with the FCBOCC Coombs Armory renovation discussion. That projected renovations to the historic building may well exceed \$1 million. She conveyed that Commissioner Lockley had motioned at the February 4, 2014 meeting, taking out a loan to complete the renovations and that FCTDC pay the note. The motion died for lack of a second. Alan Pierce indicated that EMO will further revise the renovation plan after they met with Alan and Nikki Millender, manager of Parks and Rec. This matter will be on the agenda for the FCBOCC February 18th meeting and she requested interested parties and the board to attend for public input.

Because no business plan has been generated for the armory's use in the future, Chair Jackel requested that FCTDC agree to generate a business and operating plan and present it to the FCBOCC. She assessed that the building cannot continue to operate in the red with no business plans for its intended use. The plan should include Projected Revenue from use, Expenses of management, maintenance, utilities, housekeeping and upkeep. Bay Media indicated that Visit Florida has a department to assist counties with developing some of these issues. Staff will follow up.

City of Apalachicola: no report, Cook was absent

City of Carrabelle: Schneider reported to the board

To the Good of the Order:

Tamara Allen, Carrabelle History Museum, make a specific verbal invitation to the TDC board to attend a reception before the 3:00 pm Carrabelle TDC Board Meeting on March 5th at 1:30 p.m. to open the Museum's newest exhibit "We're Salty" - composed of historic accounts of salt use in this county. Board will receive a written invitation to attend before the TDC Board meeting in Carrabelle City Offices on the same date, beginning at 3:00 p.m.

Anita Grove requested the board place on the agenda to review the current 2013-14 grant advertising program at the next Committee Meeting on February 19, 2014.

Adjourn: Motion to adjourn at 5:02 p.m.