

**Franklin County Tourist Development Council
Board Meeting
Franklin County Courthouse Annex
Apalachicola, Florida**

**Wednesday, February 6, 2013
MINUTES**

Approved 3/6/13

In attendance: Chair Pinki Jackel, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Paul Parker, Chester Reese; Diana Prickett was absent;

Recording: Curt Blair, Fran Edwards

Guests: Tamara Allen, Cindy Clark, Jenny Daniels, Anita Grove, Sheila Hauser, Linda Miniciello, Mike Peltier, Rex Pennycuff, Royce Rolstad, Lynn Wilson Spohrer, and Suzanne Zimmerman

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

Introductions – Chair Jackel requested introductions. Blair introduced Rex Pennycuff.

Amendments to Agenda – Chair Jackel requested any amendments to the agenda. Blair responded Hewitt had a request under New Business. So granted.

Minutes of January 2, 2013 Council Meeting – Chair Jackel requested if there was a motion to approve the Minutes:

Motion to approve January 2, 2013 Minutes as presented:

Motion Reese, 2nd Parker, passed unanimously

Administrative Report

Collections and Financial Reports – Blair reported new bed tax collection information for October 2012 – the collections are over 10% ahead of the previous year. Blair distributed a marketing report from Bay Media and 2KWebgroup regarding current advertising placements and the success rates of those placements.

Board Vacancy Applications - Blair reviewed the three applications received to replace the board vacancy of John Hosford. They are from Laura Graham (Apalachicola), Rex Pennycuff (Eastpoint), and Lynn Wilson (Apalachicola). It was determined that Laura Graham is not a Franklin County resident and is therefore not eligible. After Lynn Wilson and Rex Pennycuff were introduced, Reese invited the two candidates to speak to the board. Lynn Wilson and Rex Pennycuff reviewed their qualifications and requested they be selected for the FCTDC Board position. After discussion regarding each candidate, Chair Jackel called for a motion.

Chair Jackel commented regarding the present balance of representation on the board by Apalachicola, St. George Island, Carrabelle, and Alligator Point, she felt Eastpoint should have representation. Based on Pennycuff's geographical area of Eastpoint for his tourist –related business and residence, Parker recommended Rex Pennycuff for the FCBOCC as the new TDC member. This was seconded by Allen. Reese and Jackel agreed with Parker's recommendation that all county areas would best be represented with the selection of Pennycuff.

Motion to recommend Rex Pennycuff for the “at large” position on the Board, to fill the seat vacated by John Hosford:

Motion: Parker, 2nd Allen, passed unanimously

Promotional Activities – Blair reported a new contact for foreign markets was recently established with live TV interviews with a UK company which promotes international tourism to the US. Blair distributed a Marketing Staff progress report to the board to review. Staff is presenting completing a new 2013-14 Visit Florida Grant for historical videos. The deadline to submit this grant is February 18, 2013. Blair requested a motion to approve and proceed with completion and a submittal of this 2013-14 Visit Florida grant.

Motion to approve and proceed with the submittal and implementation of the 2013-14 Visit Florida Grant for Historical videos:

Motion: Parker, 2nd Cook, passed unanimously

Local Tax Collection – Per previous discussions by the Board to move toward a local option to collect the bed tax instead of allowing the state to do so, Blair distributed an informational report naming Florida Counties who collect the bed tax collection locally. The report established in each location which County Office (Tax Collector, Clerk of Court) was responsible for collection. Board discussion ensued regarding any bed tax revenue not being reported for Franklin County. The State of Florida keeps all remitters of tax information confidential and it is not readily available to the County or TDC, although these confidential records can be made available to the Clerk of Court's office by completing a form process through the Florida Department of Revenue.. Chair Jackel stated that a Florida Legislative Delegation will be in Apalachicola on February 20 and she offered to write a letter to them to answer questions concerning the state's enforcement of the bed tax payments for Franklin County.

Motion for Chair Jackel to write a letter to the Florida Legislative Delegation regarding options to enforce bed tax collection:

Motion Allen, 2nd Hewitt, passed unanimously

Regional Chamber meeting – Blair stated the Tallahassee Chamber has invited Franklin County TDC to join in a Regional Chamber Meeting on February 21, 2013. Blair will attend and others were invited.

Hang Out – Florida Tourism Day: on March 13. Fee is \$35 per person. Activities will be all day from 9am-8pm. FRLA will furnish a free booth with table and chairs. It is important to be visible and Blair suggested we bring oysters. Parker, Collins, Cindy Clark, and Blair will attend. Blair will organize with Collins on the details.

Airport Brochures spaces – Blair explained the current status of rack space at the Tallahassee Airport and the Panama City Airport. Tallahassee Airport currently has one 8-1/2X11 space and 3 rack card spaces. Two rack card spaces are unused and he requested the board to decide whether to delete the two spaces or see if the Chambers wished to rent them at the current rate of \$22 per month.

Motion to discontinue 2 rack card spaces at Tallahassee Airport effective 4/1/13:

Motion: Parker, 2nd Collins, passed unanimously

Blair explained the TDC was finally able to obtain a large space to accommodate the Visitors Guide at Panama City Airport at a cost increase of \$120 per month and again asked the board to approve this rental space:

Motion to approve \$120 per month for increased rack space at Panama City:
Motion: Reese, 2nd Allen, passed unanimously

Committee Reports

Marketing: No Report

Grants: No Report

Continuing Business - None

Reports by Local Government Representatives

Franklin County: Chair Jackel reported the FCBOCC had completed names of RESTORE COUNCIL designees and is awaiting confirmations. Commissioner Sanders will schedule the first meeting date and designate activities and workshops.

City of Apalachicola: Cook distributed a current report of TDC funds received by the City and current project progress. The City was contacted by Terry Bradshaw to be on a TV show for “Cities of Distinction” – discussion followed that this was a “for profit” business and cost \$20,000-25,000 to participate.

City of Carrabelle: Allen had requested funding at the previous TDC meeting for the Governor Stone, ship to be in port in Carrabelle 1 week in April and 1 week in Apalachicola. Blair requested what amount of funding he would require to have the boat here, and Allen reported that the Governor Stone Board had told him to “make an offer”. The request was tabled for the next meeting. It was then suggested the City of Carrabelle pursue a \$500 grant request.

A motion was approved for a \$500 grant request to be submitted by the City of Carrabelle:

Motion by Parker, 2nd by Reese, passed unanimously

New Business:

Restore Act- Parker confirmed Jackel’s report under Local Government. Jackel indicated she would like to suggest a Franklin County Visitors Center be located at the old State Highway Patrol building in Eastpoint. Jackel extended appreciation to Commissioner Sanders for having remembered a “revert to Franklin County” clause in the contract (if not used for one year or more) back when the 7-acre property was transferred to the state. Jackel suggested the board could request FCBOCC to designate the State Highway Patrol Building for use as a County Visitors Center.

Motion to request to FCBOCC that the old State Highway Patrol Building be designated for use as a Franklin County Visitors Center:

Motion: Collins, 2nd Allen, passed unanimously

Collins felt this was an excellent idea for events, meetings, and for a permanent FCTDC office.

Jackel discussed the necessity for FCTDC to have an urgent Vision in mind for the RESTORE funds – to be “shovel ready”. Parker indicated it was imperative that the TDC establish “Big Picture” priorities, with details worked out later on, in order to be ready if and when the funds are awarded to Franklin County. Jackel suggested RESTORE funding for improvements for a

new Franklin County Visitors Center in Eastpoint which could be a memorial for water-associated loss of life, a home for the FCTDC Administration, and an all-county Visitors Center.

Motion to designate the February 20, 2013 Committee Meeting as a Vision Spectrum Projects Public Workshop to discuss the FCTDC priority pieces and parts to present to the RESTORE Council.

Motion: Cook, 2nd Parker/Hewitt, passed unanimously

Tourist Tax Levy - Collins suggested the TDC review a possible increase in bed tax percentage from 2 cents to 3 or 4 cents:

Motion to table item for next board meeting and schedule an Administrative Committee Meeting for Tuesday, February 19, 2013 beginning at 2:00 p.m. at Collins Vacation Rentals Conference Room on St. George Island:

Motion: Parker, 2nd Reese, passed unanimously

Highway Patrol Building – Please refer to this matter of discussion by Chair Jackel as included under New Business/Restore Act above.

\$500 grant request Apalachicola Museum of Art – Beth Appleton Display

Motion to approve \$500 for this event:

Motion: Reese, 2nd Allen, passed unanimously

Apalachicola Chamber Historic Walking Tour brochure – Hewitt requested funding to reprint 5,000 copies of the Apalachicola Historic Walking Tour brochure at a cost of \$681.00.

Motion to approve \$681 to Apalachicola Chamber to reprint 5,000 Walking Tour brochures:

Motion Reese, 2nd Allen, passes unanimously

Royce Rolstad and Sheila Hauser distributed materials regarding a new free tourist Ipad and Smart Phone application called “SGI Beachlife” – the app relays tourism information for St. George Island. Rolstad inquired if the TDC might be willing to support the venture with banner ads which cost from \$100 per month up. The matter was tabled to discuss at the next meeting.

Public Items for the Good of the Order:

Wednesday February 20, 2013, Standing Committees 1:30, Apalachicola City Center, DESIGNATED as a Workshop to discuss and establish priorities for RESTORE funding.

Wednesday March 6, 2013, FCTDC March Board Meeting, CARRABELLE CITY OFFICES 3PM

Adjourn: The meeting was adjourned at 5:02 p.m.