

Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex
February 14, 2012 – 3:00 p.m.

MINUTES

In Attendance: TDC Co-Chair John Hosford, Cal Allen, Alice Collins, Frank Cook, Mark Friedman, Diana Prickett, Paul Parker and Chester Reese; absent Chair Cheryl Sanders

Recording: Blair, Edwards

Guests: Tamara Allen, Jim Bachrach, Cindy Clark, Anita Grove, Sheila Hauser, Tana Kendrick, Dixie Partington, Elaine Rosenthal, Royce Rolstad, Helen Spohrer, Joe Taylor, Bill Spohrer, Lynn Wilson Spohrer, and Suzanne Zimmerman

Call to Order – TDC Co-Chair Hosford called the meeting to order at 3:00 p.m.

Introductions – Co-Chair Hosford asked if there were any introductions

Amendments to Agenda – Mark Friedman indicated he would like to be added to the agenda under New Business.

Minutes of January 10, 2012 FCTDC Council Meeting and January 24, 2012 Special Council Meeting:

Co-Chair Hosford requested approval of these Minutes; Collins indicated one change to the January 10, 2012 – that “Amendments to Agenda” insert second line - ...that Franklin County Commissioner, Pinki Jackel, be allowed to address the board...

Motion to approve both January 10 and January 24 Minutes as indicated per Collins’ change request:

Motion: Friedman, 2nd, Allen, passed

Administrative Report

Financial Reports – Blair confirmed that the Board had received the financial reports via email.

Local Collection of Bed Tax – Blair reviewed the current tax collections as a successful increase and up 30% from the comparable month last year.

Visit Florida Grant Processes – Cindy Clark, Bay Media, requested board direction as to submitting a Visit Florida \$5,000 Cultural Heritage Grant to secure county historical photographs, and a Visit Florida \$2500 matching grant for advertising

Motion to proceed with Visit Florida grant submittals:

Motion: Collins, 2nd Cook, passed

Request to accept late reimbursement submittal – Dixie Theatre/Bear Festival –

Motion to accept late grant reimbursement submittals:

Motion: Parker, 2nd, Cook, passed

BP Report – Blair reported there would not be further BP funds for Franklin County.

2012-13 Budget – Blair reported the County Clerk’s office would be requiring a preliminary 2012-13 budget soon and a draft budget would be presented to the board for review at the March meeting.

Committees:

Grants:

Recommended 2012-13 Grant Schedule Public Notice – Prickett presented a 2012-13 Grant Calendar for approval:

Motion to approve and publish the calendar:

Motion: Prickett, 2nd, Cook, passed

Marketing:

BP Media Buy Schedule 4 update – Helen Spohrer distributed Change Order 7 which awards \$37,500 split equally to the three Visitor Centers, as requested by the FCBOCC, and if approved by the FCTDC Board, Spohrer will submit the Change Order to BP on Friday, 2/17/12. Ms. Spohrer explained that the Board of Commissioners failed to approve the Geiger tour for April and instead directed the funds be allocated to the three Visitor Centers for media press tours. Elaine

Rosenthal, Executive Director of the SGI Visitors Center, suggested that the action was “late to do” because it did not give enough time to establish a press tour.

Motion to approve Change Order 7 as presented:

Motion Allen, 2nd Cook, passed

Collins motioned that the remaining TDC funded Geiger Press Tour be scheduled for September 26-30, 2012:

Motion: Collins, 2nd, Prickett, passed

Ms. Spohrer also updated the board about scheduled events and other information relating to MB4:

A day-long Seafood Media Day is scheduled for March 21; this event is a mini press tour with local and regional media participating. It is expected that BP representatives will also attend.

The TV program “Fishing the Flats” will begin the 2nd week in April to film on April 9, 10, 11 in all three areas of the county.

The TV PBS public broadcast Plein Air Travel will begin filming in April county wide – filming crew will include three-minute videos in area specific locations throughout the county.

Springtime in Tallahassee is scheduled for March 31, 2012

The 15 managers from the five Florida Welcome Centers will be visiting Franklin County on April 24-27, 2012 and will be split as 5 managers per each area specific.

The \$5,400 allocation for Photography will be split as \$1,800 for each of the three Visitor Centers. The Board of Commissioners directed the TDC to hire a photographer for Franklin County - – each Visitor Center must compose a “shot list” for their area by March 1, 2012 and forward to Helen Spohrer.

Motion to approve \$5,400 split out as directed by the BOCC and presented by Ms. Spohrer;

Motion: Collins, 2nd Friedman, passed

Continuing Business –

Tourist Tax Collector Lynn Wilson Spohrer (Coombs House Inn) requested to speak before the board to discuss Visit Florida co-op advertising. No action was taken.

Reports by Local Government Representatives

Franklin County – no report

City of Apalachicola: Frank Cook distributed an updated report of TDC allocations to the City of Apalachicola

City of Carrabelle: Cal Allen presented letters for Marcia Johnson’s review and approval of Carrabelle’s 2010-11 allocation for their TDC aid to local government allocation.

New Business (Agenda item added)

Mark Friedman, Apalachicola Bay Chamber – Mark Friedman resigned his FCTDC Board position as his work load has increased. He requested Beverly Hewitt be accepted as the Apalachicola Chamber’s designee.

Public Items for the Good of the Order –

Grant Committee meeting on new calendar approval for Committee Training Workshop February 21, 2012.

FCTDC Committee Meeting, February 28, 2012 – begins at 1:30 pm, City of Apalachicola Community Room

FCTDC Council Meeting, March 13, 2012 - 3:00 pm, **Carrabelle City Offices, Carrabelle**

Adjourn – Co Chair Hosford motioned to adjourn the meeting at 4:30 p.m., 2nd Allen. Adjourned