

Franklin County Tourist Development Council
Carrabelle City Offices
COUNCIL MEETING
February 2, 2010
Beginning at 3:00 PM

Minutes

In Attendance: Chair Spohrer, Allen, Collins, Hauser, Parker, Prickett, Saunders, Taylor

Recording: Blair, Edwards

Guests: Tamara Allen, Cindy Clark, Anita Grove, Tana Kendrick, Arlene Oehler, Royce Rolstad, Elaine Rosenthal, Dan Tonsmiere

Call to Order – Meeting was called to order by Chair Spohrer at 3:05 p.m.

Introductions – Chair Spohrer recognized the audience.

Amendments to Agenda – Staff requested the agenda be amended to reflect action on changes to the TDC Website Home Page download. Motion to accept changes to website home page, subject to any subsequent email change requests by the Council following the meeting.

Motion: Parker, 2nd Hauser, passed

Minutes of January 2, 2010 Council Meeting – Motion to accept Minutes as written.

Motion: Hauser, 2nd, Taylor, passed

Committee Report of 1/19/10 - Staff distributed this report to council and is attached by reference to these minutes.

Staff Reports

- Collection – Staff distributed updated FY and Calendar Year collection reports to the council and are attached by reference to these minutes. FY collections are down by 2.6%; however Calendar Year collections are up 2.5%.
- TDC Plan Revisions – Blair indicated that County Attorney Michael Shuler has requested certain legal word changes to the TDC Plan 2009-2011 that do not affect the intent of the Plan. Plan will be revised as requested and will be presented to the Council for final approval.
- FWC meeting – Staff reported that the FWC Commissioners meeting for Feb 16-18 has resulted in 90+ two night room rentals in Apalachicola.
- Visit Florida Grant Application – Motion to move forward with the \$5,000 Visit Florida Image Development application category, partnering with Gulf and Wakulla Counties. Staff, Bay Media and Taylor to complete and submit by February 16, 2010.
Motion: Taylor, 2nd, Collins, passed
- Panama City Airport Marketing – Blair reported there would be a reception at the new PC airport on February 25 at 11:00 a.m. Hauser and Blair will attend.

Committee Reports

Marketing:

- 2011 TDC budget allocations – no action
- Seafood Marketing Campaign – a revised draft was distributed to council for review. Moved to Agenda to February Committee meeting
- Geiger Spring Tour April 28 to May 2, 2010 – Motion to approve dates for Spring Tour:
Motion: Collins, 2nd Parker, passed
- Grant recipients Marketing Workshop, Feb 11, WSH 10 am – still on schedule

Grants:

- 2010 Grant Application Workshop Agenda, Feb 16, Gibson Inn – still on schedule

Continuing Business – Blair reported that he and Spohrer attended “THE Beach” reorganization meeting in Panama City with other coastal TDCs. There will be an Airport Open House, May 23rd, all day and the TDC was asked to participate and promote Franklin County with brochures, oysters, etc. Move details to Agenda February Committee meeting.

Reports by Local Government Representatives

Franklin County: no report

City of Apalachicola: no report

City of Carrabelle: Allen to pursue Carrabelle signage authorization from City Council and request use of 2008-09 TDC infrastructure allocation funding for costs.

New Business: Apalachicola Riverkeeper Funding Request – Motion to approve \$1,000 for costs incurred with ACF meeting, to be paid from Seafood Marketing allocation.

Motion: Sanders, 2nd Taylor, passed

Public Items for the Good of the Order – Taylor advised the council that the Board of Commissioners had invoked a State of Emergency resolution due to the status of the local seafood harvest. Taylor introduced a new disaster relief program called “Bay Aid” to assist local seafood workers with ongoing financial hardships. There will be a Bay Aid Fund Raiser on Memorial Day at Apalachicola Riverfront Park. Chair Spohrer requested Taylor to email each member a registration “sign up pledge” and that FCTV use PSAs to promote this program. Bay Media will send out an emergency newsletter to inform community and others of the State of Emergency status and furnish details about the fund raiser.

The Weems Memorial Arts in Medicine Council will partner with the University of Florida and host 20 college students in March to focus on the seafood industry. One third of the students will be focusing on the oral history, another third will paint murals, and the remaining third will be health care professionals.

Hauser indicated that Gulf Coast Community College will pay for re-training persons in need of other vocations due to the emergency job market.

TDC February 11 Marketing Workshop, WSH, begins at 10 am

TDC February 16 Committee Meeting, Gibson Inn, begins at 1:30 pm

TDC February 16/2010 Grant Application Workshop, following Marketing

TDC March 2 Council Meeting, FC Courthouse Annex, begins at 3 pm

TDC March 16 Committee Meeting, FC Grand Jury Room, begins at 1:30 pm

Adjourn – meeting was adjourned at 4:40 p.m.