

**Franklin County Tourist Development Council
Committee Meeting
City of Apalachicola Community Room**

**Joint Grants and Marketing
COMMITTEE REPORT**

February 19, 2014

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

Recording: Curt Blair, Fran Edwards

Guests: Cal Allen, Tamara Allen, Jim Bachrach, Cindy Clark, Anita Grove, Delores Hardin, Carrie Kienzle, Linda Minichiello, Royce Rolstad, Chuck Spicer, Judi Stokowski, and Suzanne Zimmerman

1:30 P.M. Joint Grants and Marketing Committee - Co-Chair Chester Reese called the meeting to order at 1:30 p.m.

Discussion of Halifax Media buy: Reese indicated the board was here to discuss a billing problem with Halifax Media, an advertising venue for the Small Grant Program for 2013-14. Reese requested that Curt Blair explain the facts of the case.

Blair informed the board that Halifax had never executed the TDC contract sent to them for advertising banner and print ads. Eventually, staff was able to get pricing for the intended placements. Staff received an email from Marcia Knapke who quoted the print ads would cost \$3.75 per unit for B&W copy and \$4.69 per unit for color copy. When the Halifax bills were received, the placements were billed at a much higher rate so staff adjusted the line items to agree with the price quote and sent the payment request to the county for processing. October, November, December, and January bills were adjusted to the quoted rates.

In February Staff received another email from Marcia Knapke who indicated she had made a mistake on the quote and the amount she quoted was "per inch" and two inches equal one unit. She apologized for the error and requested we pay the additional costs. Cindy Clark, Bay Media, TDC Media contractor, indicated paying the extra funds would exceed the budgeted cost for banner and prints ads by \$3,000. Clark indicated since Halifax had never signed any contract with TDC, we were not under obligation to continue the placements of these ads. Blair requested direction from the board.

Motion for staff to make the best deal with Halifax but not to exceed the budgeted allocation:
Motion: Pinki Jackel, 2nd Walter Armistead, passed unanimously

Discussion of Small Grants Advertising Program: Co-Chair Reese explained to the audience about the new funding plan for the 2013-14 Small Grants Marketing Plan; that due to the ever increasing number of applicants, the dwindling funds had been spread so thin, that no organization sponsoring the events was able to do effective advertising; therefore, the TDC requested, and the BOCC approved the 2013-14 Marketing Plan in that TDC would use the promotional budget allocation for Small Grants to effectively market the small grant program.

Anita Grove indicated that she did not feel the advertising has been effective for her events and requested the TDC review the marketing plan. She felt that not all events should be funded.

Prickett remarked that the TDC major advertising mission is to attract tourists to Franklin County and drive people to the TDC website; that the advertising for small grants is secondary; That she is not in favor of local advertising because it only attracts people to events who are already here. Bachrach confirmed that TDC's mission is to bring people here.

Clark informed the board she had taken the top ten suggestions by grant recipients for effective advertising and had developed the budget accordingly into local and out of county advertising venues, had presented the plan to the TDC which was approved, and she had followed the plan.

Clark related she had defined her methodology by "how much there is to spend" and the number of events participating, and perhaps the board could review a possible look at a "Return on investment" - that all events are different and perhaps the TDC would like to consider higher qualifications for media buys.

Blair confirmed that financial constraints are looming for the TDC due to the Coombs Armory renovation and TDC is awaiting direction of the FCBOCC to the FCTDC.

Kienzle stated she like the old grant application form because it forced the applicant to review the educational aspects for the events.

Suggestion by Prickett to use the former Grant application form for 2014-15.

Parker suggested it be more difficult to qualify; that he was in favor of eliminating grant dollars and use all of it for internet promotions with banner ads to brand Franklin County, because that is what works today. Kienzle agreed. Prickett said we should market the county, not specific events. Clark indicated rotating banner ads are successful. Zimmerman thought we could reach a happy medium for all through feedback and communication. Minicheillo said many organizations need capital for their events and should not look to the TDC for it, but should figure out a way to develop capital for their events.

Jackel stated she feels the present small grant program has been effective and that it should be refined with suggestions from the participants.

Tamara Allen suggested since it is Mid-Course in the marketing program for 2013-14, that staff request feedback from organizations whose events have already occurred.

Spicer spoke that he feels the basic question is "What is an ideal festival?" The objective is to fill beds and that Events should be self-sustainable and they should not rely on TDC for funds. Spicer suggested "who are potential visitors to FC" be defined. That he is in favor of local advertising.

Pennycuff thinks the board should look at the TDC Mission to get tourists here - that if we get them here, they will come back.

Motion to develop a 2014-15 Marketing Plan for Small Grants from feedback of what works, and accept input from non-profit organizations within the county who have participated in the program; that staff contact recipients and request feedback and suggestions for qualification of award; and this information be brought to the March 19, 2014 Committee Meeting in Carrabelle for review and implementation:

Motion: Parker; 2nd, Prickett, passed unanimously

The meeting was adjourned at 3:10 p.m.