



Franklin County Tourist Development Council
Carrabelle Library

MINUTES, February 5, 2008 - 3:00 p.m.

Present: Paul Parker, Alice Collins, Frank Cook, Russell Crofton, Shelia Hauser, Diana Prickett, Helen Spohrer, Joe Taylor
Recording: Curt Blair, Fran Edwards
Guests: David Butler, Cindy Clark, Shari Hubbard, Courtney Millender, Arlene Oeler, Elaine Rosenthal, Suzanne Zimmerman

- I. **Call to Order** - Vice Chairperson Helen Spohrer called the meeting to order at 3:03 PM.
- II. **Introductions** - Vice Chairperson Spohrer asked members of the audience to introduce themselves.
- III. **Amendments to the Agenda** - 1) Item VII B be amended to add a discussion about the infrastructure grant cycle, Motion Collins, Cook 2nd - item under the Marketing Committee be added to discuss TV coverage. Motion Collins, Prickett 2nd
- IV. **Minutes of Previous Meeting** -
Motion to accept the minutes: Motion Collins, Hauser 2nd; passed unanimously
- V. **Geiger Report** - Shari Hubbard reported to the Board that there would be an individual writer in town this week that could not make the regular FAM tour. In addition, Ms. Hubbard distributed the Media Participation list for the March 5-9 FAM tour along with an itinerary of the trip.
- VI. **Staff Report** -

Collections - Staff distributed the collections report showing \$27,182 collected for the month of November, bringing the total collected to date for 2007 to \$746,122.80, up an approximate 10% increase from the previous year collections.

Small Grant Contracts: Staff reported that the small grant contracts had been returned and were ready for the Chairman's signature.

Web Site: Staff submitted to members a draft of the Website home page for their comment to the 2KWebgroup and a series of changes were noted.

Photo Requests: Staff distributed a list of the photographers who had been recommended and described the process that would be used to obtain photos for the photo library.

VII. **Committee Reports**

Marketing -

Cindy Clark was in attendance at the meeting and the staff reported that earlier discussions about Cindy's agreement to provide services to the TDC was based upon a limited scope of work that had been expanded since the last meeting. Mr. Blair proposed that the Board revise the agreement to reflect a retainer of \$1,000 per month with an hourly rate of \$45/hr when time exceeds the \$1,000 base.

Motion: To revise Cindy Clark's agreement to reflect a retainer of \$1,000 plus \$45/hr for hours exceeding the retainer amount.

Motion Collins, Second Cook; passed unanimously

Sheila Hauser presented a proposal to the Board from Forgotten Coast TV for airing a half hour show of community events for a fee of \$1,000/month plus production costs.

Motion: To authorize a contract with Forgotten Coast TV to broadcast 2 thirty minute shows per day for the seven months remaining in the year, plus a one time production cost of \$500.

Motion; Cook, Second Collins

Abstentions: Spohrer, Hauser

Nay: Taylor;

Motion passed

Grants Committee - Joe Taylor presented to the board a reporting form for the sustainable grant recipients and the members agreed that it was their intention to have the sustainable grant program be a reimbursement program.

In addition Mr. Taylor brought up the subject of a new infrastructure grant cycle. Board members asked staff to notify the County and Cities that the new cycle would begin in March and that projects should be submitted for consideration.

VIII. Continuing Business

Work Force Development Sheila Hauser reported that Workforce Development agency was scheduling two full day sessions for February 27, in Apalachicola and February 28 at St. James Bay for service personnel training. Board members asked if another session could be planned for St. George Island.

Motion: To approve \$500 for four service personnel training sessions and up to \$300 for video taping the sessions.

Motion: Taylor, Second: Prickett; passed unanimously

IX. Local Government Project Report

Franklin County: Commissioner Crofton reported that the \$10,000 for Indian Creek Park had been obtained from the County's general revenue fund. He also reported that the County was still working on purchase of the Lombardi property and that the TDC would be contacted when discussion was finalized.

City of Apalachicola - Commissioner Cook provided a written status report of City projects which serves as an addendum to these minutes.

City of Carrabelle: Members welcomed Courtney Millender, City Clerk, to the meeting. She presented a letter requesting approximately \$30,000 in infrastructure funds.

X. New Business:

XI. Public or Items to the Good of the Order:

The Board was made aware of an article in the Philadelphia Inquirer on St. George Island.

David Butler requested that the Board consider appointing a representative to the regional highway planning group.

Mr. Butler also requested that the TDC consider issuing a single county-wide map for all visitors.

Finally, Mr. Butler suggested that a place on the Web Site be reserved for digital photo buffs to post their pictures of Franklin County.

XII. Adjourn: 5:30 P.M.