

**Franklin County Tourist Development Council
Board Meeting
Carrabelle City Offices, Carrabelle, Florida
Wednesday, January 2, 2013
3:00 P.M.**

MINUTES

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

Recording: Curt Blair, Fran Edwards

Guests: Tamara Allen, Beth Blair, Cindy Clark, Lesley Cox, George Floyd, Anita Grove, Sheila Hauser, Brenda LaPaz, Suzanne Zimmerman;

Election of Chair and Vice Chair - Blair indicated that before the meeting could continue, it was necessary to vote on a new Chair and Vice Chair for the 2012-13 FCTDC Board.

Motion to nominate and approve FCBOCC Commissioner Pinki Jackel as the Chair; Motion to nominate and approve Paul Parker as Vice-Chair: Both Jackel and Parker agreed to serve.

Motion: Collins, 2nd Allen, passed unanimously

Call to Order – Chair Pinki Jackel called the meeting to order at 3:02 p.m.

Introductions - None were addressed

Amendments to Agenda – Reese requested he be allowed to speak on the events discussed at the last BBSB meeting. Reese indicated he and Parker had attended the meeting to represent the FCTDC. Reese conveyed that the BBSB is moving forward with the kiosk placement throughout the Scenic Byway. They have developed a training video and urge interested persons and businesses to join them as BBSB Ambassadors. Diane Delaney is the contact to get one of the training videos for your business and you would then train your personnel. BBSB would then stock your business with tourism information and a window sign designation that tourists could identify you are a BBSB Ambassador.

Minutes of November 13, 2012 Council Meeting:

Motion to accept November 13, 2012 Minutes as presented:

Motion: Reese, 2nd Cook, passed unanimously

Administrative Report

Collections and Financial Reports – Blair reviewed the Collection report for fiscal year ending 2011-12. He reported an overall increased collections of 14% (\$112,917.62) over 2010-11.

Board Vacancy – Blair stated that a Board Vacancy Notice is being advertised in the TIMES per the FCBOCC directive. The ad will run through January. Applications will be submitted to the FCBOCC in February for review and approval.

Florida Humanities Council – Blair indicated the Grant Application for this grant had been submitted December 14 and we are awaiting the selection process by FHC. FHC Award notifications will be released in March 2013.

BP Grant Update - Blair has researched the grant submittal that was mailed October 3, 2012 by Express Mail and found that it had not been signed for until October 6. A letter has been written to request the status of the submittal since FCTDC had not received any notice of outcome.

FCTDC Board Meeting schedule - Blair requested a schedule change to the 2012-13 fiscal year meetings. Since Chair Jackal has numerous meetings to attend, she requested the TDC Board meeting be changed to the FIRST WEDNESDAY of each month, and the TDC Committee meeting be changed to the THIRD WEDNESDAY of each month.

Motion to accept the schedule changes of FIRST WEDNESDAY TDC Board Meetings at 3:00 p.m., and THIRD WEDNESDAYS as TDC Committee meetings at 1:30 p.m.

Motion: Collins, 2nd Cook, passed unanimously.

Committee Reports

Marketing

Geiger Spring Press Tour Schedule: Marketing Committee Vice Chair Collins stated she has confirmed with Geiger, the dates of April 24-28, 2013 to conduct a spring journalist tour in Franklin County, and requested the board to accept these dates:

Motion to accept April 24-28, 2013 as the Geiger Spring Tour:

Motion: Collins, 2nd Parker, passed unanimously

Grants:

Grants Chair Diana Prickett was absent and no report or grant agenda items were presented

Continuing Business - (see amendment to agenda/Reese)

Reports by Local Government Representatives

Franklin County: Chair Jackel reported on the FCBOCC meeting earlier this date concerning the RESTORE Act Council. She indicated approval of 13 representatives to sit on this Council to represent Franklin County. They are: City of Apalachicola, City of Carrabelle, FCTDC (Paul Parker), FC School Board, FC Seafood Workers Association, FC Seafood Dealers Association, the five Franklin County Commissioners, an environmental group, and a representative from the Realtors Association. The Chair of the RESTORE Council will be a non-voting member unless it is necessary to break a voting tie. The next FCBOCC meeting will establish representatives to the RESTORE Council, assign meeting schedules with an agenda and progress reports, accept application requests for the funds, make decisions, and interact with the U. S. Treasury.

City of Apalachicola: Frank Cook did not have any new information from the city

City of Carrabelle: Cal Allen presented information Carrabelle would like to host the Governor Stone again this spring and requested FCTDC to assist with funding if possible. Tamara Allen invited all to attend the Antique Toy Display now being presented at the Carrabelle History Museum.

New Business:

TDC Committee Appointments – Blair indicated the 2012-13 fiscal year Committee Chairs and Vice Chairs and Committee Members should be established. Alice Collins agreed to be Chair of the Administrative Committee and Vice Chair of the Marketing Committee; Pinki Jackel agreed to be Chair of the Marketing Committee; and Diana Prickett was assigned Chair of the Grants Committee. All Committee Members agreed to serve on existing committees as follows:

Current FCTDC Member Roster as of January 2, 2013

Designation	Director, FY 2012-13	Expiration
FCBOCC	Pinki Jackel, Chair	Annual, 10/1/13
City of Apalachicola Commission	Frank Cook	Annual, 10/1/13
City of Carrabelle Commission	Cal Allen	Annual, 10/1/13
Apalachicola Bay Chamber	Beverly Hewitt	Annual, 10/1/13
Carrabelle Area Chamber	Chester Reese	Annual, 10/1/13
Tourist-Related At Large	John Hosford, resigned	Term expires 10/1/15
Collector of Tourist Tax	Paul Parker, Vice Chair	10/1/16
Collector of Tourist Tax	Alice Collins	11/13/13
Collector of Tourist Tax	Diana Prickett	10/1/14

Standing Committees As of January 3, 2013	Administrative	Grants	Marketing
	Alice Collins, Chair Cal Allen Frank Cook Beverly Hewitt Paul Parker	Diana Prickett, Chair Chester Reese Frank Cook Beverly Hewitt Paul Parker	Pinki Jackel, Chair Alice Collins, Vice Chair Cal Allen Chester Reese Diana Prickett Beverly Hewitt Paul Parker

Motion to accept these appointments:

Motion: Reese, 2nd, Hewitt, pass unanimously

Public Items for the Good of the Order:

Beverly Hewitt requested \$1,000 funding be processed for the Apalachicola Chamber as part of the \$2,000 budget funds transferred by the FCBOCC away from Geiger and awarded to the two chambers in September. Discussion ensued as to whether this should be handled as a reimbursement. Blair indicated he did not have clear direction as to how this would be distributed but asked the board for instructions as to how to handle it. Anita Grove indicated her research indicated the procedure was to be handled like Geiger. Jackel indicated this matter would be an exception to general TDC accounting procedures because county finance requests certain documentation from the TDC to issue any TDC checks. Jackel asked for discussion as to handling this matter. Reese motioned to pay the \$1,000 but that the two Chambers should remit an invoice detailing the funding information to administration for processing to the county and to submit a follow up report as to how the funds were expended; Hewitt 2nd.

Discussion: Chair Jackel indicated she was present at the vote to transfer the \$2,000 to the Chambers, but that normally funds are split between the 3 Visitors Centers and requested input as to whether the TDC wanted to address that matter. Collins suggested that the SGI Visitors Center should also receive the \$1,000 extra funds. Blair explained to Reese there was one "pot of \$15,000" for the Visitors Centers and the \$2,000 transfer from Geiger was put in this "pot" resulting in a \$17,000 split. Reese inquired if the FY budget had another \$1,000 funding and Blair confirmed it could come from some unused grant funding. Reese then amended his motion to

Amended Motion to issue \$1,000 to each Visitors Center, and to additionally issue \$5,000 to each Visitors Center for Writer promotions; that each Visitors Center would be required to invoice the TDC for these allocations and to submit a follow up report as to how the funding was spent and what the results were.

Motion: Reese, 2nd Hewitt, passed

Today's Official Action revised the approved Scheduling dates for meetings to be changed as follows:

Wednesday, January 16, 2013, FCTDC Committee Meeting, Apalachicola City Room, 1:30 PM

Wednesday, February 6, 2013, FCTDC February Board Meeting, FC Courthouse Annex, 3:00 PM

Adjourn: Chair Jackel adjourned the meeting at 3:48 p.m.