



Franklin County Tourist Development Council  
Franklin County Courthouse Annex  
MINUTES, January 6, 2009 - 3:00 p.m.

**Present:** Helen Spohrer, Chair, Commissioner Jim Brown, Alice Collins, Commissioner Frank Cook, Shelia Hauser, Paul Parker, Diana Prickett, Commissioner Cheryl Sanders, Joe Taylor

**Recording:** Curt Blair, Fran Edwards

**Guests:** Debbie Geiger, Terry Kemp, Royce Rolstad, Elaine Rosenthal, Suzanne Zimmerman

- I. **Call to Order** - Chair Helen Spohrer opened the meeting at 3:10 PM.
- II. **Introductions:**
- III. **Amendments to the Agenda** - Mrs. Collins asked that Debbie Geiger's presentation be scheduled earlier in the agenda right after the minutes.  
**Motion:** To move the Geiger presentation on the agenda. **Motion:** Cook. Second: Taylor; passed
- IV. **Minutes of Previous Meeting** -  
**Motion:** to accept the minutes of the December meeting with the following amendments:  
To insert the words: "Retro-active to September" after the words "budget account." on page two and the end of the motion under Data Entry; and to delete the word "Cook" on the first page under the Marketing Committee report.  
**Motion:** Cook. Second: Taylor. Passed
- V. **Marketing- Debbie Geiger:** Miss Geiger appeared before the board to give the Geiger periodic report. In addition she asked the board to approve a tour date for May of 2009.  
**Motion:** To approve the dates May 13 to 17 for the next tour.  
**Motion:** Collins. Second: Prickett. Passed
- VI. **Staff Reports** -  

Collections - Staff provided a year-to-date and fiscal year collections report which are attached by reference to these minutes.

Administrative Report - Staff reported that there would be no written Administrative Report this month but that the staff had worked on web site changes and budget information in December.

Curt Blair announced, as a follow up to an earlier e-mail, that his office was requesting that the TDC make other arrangements to provide for the administration of the TDC. The text of his email is included as an attachment to these minutes.

The Board discussed setting up a committee to determine the best means of providing for the administration of the TDC.

**Motion:** To set up a committee consisting of Joe Taylor, Diana Prickett and Sheila Hauser to provide recommendations about administration. **Motion:** Saunders. Second: Cook. Passed.

## VII. Committee Reports

### 1) Marketing -

Chairman Spohrer announced that there would be a Founders meeting of The Beach on January 21 in Panama City. In addition it was reported another workshop on travel ideas would be held on January 22. The members also discussed holding a Marketing Training Workshop at the SGI Firehouse on January 22 at 9:00 A.M.

## VIII. Continuing Business:

Budget Review: Staff presented a number of financial reports to the board that served to aid the discussion regarding the status of the budget for 2009. The reports concluded that after all obligations were met for 2008 and 2009 the TDC would have approximately \$41,048 in excess funds assuming that collections remained static in 2009. In addition, the board was informed that it had a remaining balance of \$40,000 that had not been allocated in the Nonprofit Sustaining Grant program. The staff also identified items to the board that had been requested by members including \$1,500 to participate in the Visit Florida promotional campaign in late spring.

**Motion:** To allocate \$1,500 from the Marketing Miscellaneous budget allocation for the Visit Florida promotional campaign.

**Motion:** Collins. Second: Hauser. Passed.

**Motion:** That each of the previously funded recipients of Non-profit sustainable grants should be awarded an additional \$5,000 and that the Carrabelle Lighthouse should be awarded a total of \$20,000 from the Sustainable grant program.

**Motion:** Collins. Second: Taylor. Passed.

## IX. Local Government Project Report

1. Franklin County: Attached to these minutes
2. City of Apalachicola: Attached to these minutes
3. City of Carrabelle: Attached to these minutes

## X. New Business:

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

## XII. Adjourn: The meeting was adjourned at 4:20 P.M.