

**Franklin County Tourist Development Council Board Meeting  
Franklin County Courthouse Annex  
January 10, 2012 - 3:00 p.m.**

**MINUTES**

**Final approved**

**In Attendance:** Chair Sanders, Allen, Collins, Cook, Friedman, Hosford, Parker, Prickett, Reese

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Jim Bachrach, Cindy Clark, Lesley Cox, Anita Grove, Sheila Hauser, Josh Hodson, Shari Hubbard, Tami Hutchinson, Tana Kendrick, FC Commissioner Pinki Jackel, Cher Norton, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Grayson Shepard, Helen Spohrer, Joe Taylor, and Suzanne Zimmerman

**Call to Order** – Chair Cheryl Sanders called the meeting to order at 3:00 p.m.

**Introductions** – Chair Sanders inquired if there were any introductions. None were made.

**Amendments to Agenda** – Chair Sanders inquired if there were any amendments to the Agenda. Blair replied to request that Dixie Partington appear first due to a family emergency; that Franklin County Commissioner, Pinki Jackel, be allowed to address the board as she had a family matter that required her to leave town; that John Hosford's confirmation be moved ahead of the election of new Fiscal Year officers:

Motion to accept changes to the amendment:

Motion: Hosford, 2<sup>nd</sup> Collins, passed

**Minutes** of December 13, 2011 FCTDC Council Meeting – Chair Sanders requested approval of these minutes:

Motion to accept with no changes:

Motion: Collins, 2<sup>nd</sup> Cook, passed

(\*Agenda change) – Dixie Partington appeared to inform the board how much the BBSB appreciates the support of the Franklin County TDC and presented each member with the new 2012 BBSB calendar.

(\*Agenda addition) – FC Commissioner Pinki Jackel addressed the board requesting (1) the FCTDC embrace her "Cleaner Franklin Campaign" for unincorporated areas of the county including Alligator Point, Lanark, Eastpoint to Hwy 65, SGI Lighthouse, Carrabelle's Kendrick Park to Carrabelle Beach at the RVC Campground location. Her campaign will include waterfronts, boat ramps, community service projects and a higher level of consciousness to trash removal. Her immediate concern is tourists' observations of unsightly trash on the bridges because county funding for bridge clean-up only allows a bi-weekly pick up. (2) She requested the board to consider an expense for \$9,000 for 2011-12 and to budget \$12,000 in 2012-13 budget for this expense so that the county could have a weekly pickup of trash on the bridges. Chair Sanders commented there used to be a "Keep FC Beautiful" campaign, but does not know if it is still active. Hosford stated that perhaps civic groups could become responsible for certain areas of the county.

Motion to expense \$9,000 from Promotions unallocated funding for 2011-12 to bridge clean-up and to budget the \$12,000 for the 2012-13 for 12 months of bridge clean-up.

Motion: Collins, 2<sup>nd</sup> Prickett, passed

**Administrative Report**

\*(agenda change) John Hosford confirmation for new term:

Motion to appoint John Hosford for a new four term to expire on October 1, 2015:

Motion: Allen, 2<sup>nd</sup>, Cook, passed

\*(agenda change) Election of New Fiscal Year Chair and Vice Chair, Committee Chairs:

Motion to retain Cheryl Sanders as Chair and Collins as Vice-Chair for 2011-12:

Vice-Chair Collins declined:

Amended Motion to retain Cheryl Sanders as Chair for 2011-12:

Motion: Parker, 2<sup>nd</sup> Reese, passed

Motion to appoint John Hosford as Vice Chair for 2011-12:

Motion: Friedman, 2<sup>nd</sup> Collins, passed

Committee Chairs:

Cheryl Sanders as Marketing Committee Chair, Alice Collins as Administrative Committee Chair, and Diana Prickett as Grants Committee Chair, agreed to serve another term.

Motion to retain existing Committee Chairs for 2011-12:

Motion: Hosford, 2<sup>nd</sup> Reese, passed

Chester Reese explained that he will be out of town until February 18 and for the next few months could possibly miss three meetings in a row due to business matters, but that he would appreciate consideration of his continuance on the board if that occurs. Chair Sanders indicated Reese should advise the Chair when he would not be in attendance.

Collections – Blair reviewed the current collections report and stated October 2011 was up over 30% from October 2010 and was seen as a positive sign for tourism.

Financial reports – Blair stated the board had received the current financial reports via email.

BP Report – Blair stated that there is an BP reassessment in January regarding funding for the Seven-County TDC Coalitions. A meeting of the Coalition has been scheduled for late January. The outcome is unknown. Chair Sanders stated she has cautioned participants many times that the “cow can run dry” at any time and no one should count on continuance of the BP funds.

## **Committee Reports**

### Grants:

Online Marketing Workshop Package – Staff Edwards conveyed that the new TDC website online marketing workshop document had been uploaded, that the Board had received this information via email for review, and requested approval to release the information on the website. She explained that one document entitled “Get Your Message Out There” had not been uploaded at this time as some of the information contained “ad supported” websites. She requested clarification of using a possible “TDC disclaimer” on this document.

Motion to approve and release the online Marketing Workshop and subsequent upload with an added disclaimer for “Get Your Message Out There”. Prickett will review the document and disclaimer and if satisfactory, will approve staff to release for upload to the TDC site.

Motion: Prickett, 2<sup>nd</sup> Cook, passed

### Marketing:

2011-12 Media Budget - item deleted as this was an clerical error.

BP Promotions Report – Helen Spohrer, Agent for BP funding, spoke to the board regarding C.O. #6 for Media Buy Schedule 3 – this Change Order #6 adds \$17,441.86 to Monthly Promotions and is allocated to the following expenses: \$5,000 To African American History Fest Small Grant Award transfer to BP Funds; an additional \$10,000 for African American History Fest for additional expenses; amends an increase of \$2,441.86 to the Agency Fee. The change order is necessary because the event is in February and funds are required before Media Buy 4 will be approved.

Motion to approve C.O. #6 as presented:

Motion: Collins, 2<sup>nd</sup> Parker, passed

Ms. Spohrer distributed a draft of Media Buy Schedule 4 to the Board for review. The exhibit included some possible expense allocations for unallocated funding. After discussion, Chair Sanders designated that the January 24<sup>th</sup> Committee Meeting will be changed to a FCTDC Special Board Meeting and this matter will be reviewed and discussed for any action at that time.

### **Continuing Business**

\$500 Grant Request – Bike Florida & Share the Road – FC Spring Tour – (moved from Sept 2011 mtg for approval @ Oct 2011 agenda, no meeting held)

Motion to approve Bike Florida's Spring Tour in March for \$500:

Motion: Parker, 2<sup>nd</sup> Friedman, passed

### **Reports by Local Government Representatives**

Franklin County – no report.

City of Apalachicola – Frank Cook distributed an updated report for the city for TDC funds.

City of Carrabelle – Cal Allen distributed a letter from the City of Carrabelle for TDC funds expensed.

### **New Business**

\*Agenda change (Dixie Partington – Big Bend Scenic By-ways Presentation) see above.

Josh Hodson – Florida Park Service – Event Presentation – Mr. Hodson appeared before the board to request \$500 for the Florida Park Service to hold an Annual Volunteer Appreciation Day at Orman House in Apalachicola. Over 400 employees will be attending and the funding would be used to feature Franklin County's natural, cultural and historical resources, by demonstrations for the oyster industry.

Motion to approve \$500 for Florida Park Service's Volunteer Appreciation Day

Motion: Parker, 2<sup>nd</sup> Cook, passed

\$500 Grant Request – Big Bend Saltwater Classic – this event will be presented for approval at the May meeting for the June event. Chair Sanders instructed staff to notify organization of delay of approval.

Chair Sanders recognized Greg Shepard, representing SGI Chili Cook Off – Mr. Shepard reviewed successful tourism from the Chili Cook off by stating last year over 6,000 persons had attended, and that did not include the participants. Many of them were renting properties over the week-end – that it is the second largest event in the county, second only to the Florida Seafood Festival. He requested additional funding for \$2500 to purchase shrimp and oysters in order to set up and provide a seafood demonstration. The item will be reviewed at the Special Meeting for January 24<sup>th</sup>.

Chair Sanders recognized Shari Hubbard from Geiger & Associates PR firm. Ms. Hubbard requested that the TDC funded Spring Tour be moved to a fall tour, and to add an additional Culinary Tour for April media out of the BP funds. This item will be reviewed at the Special Meeting for January 24<sup>th</sup>.

Chair Sanders recognized Joe Taylor, representing the Plein Air Event in May. He requested a co-op (with Gulf County) funded advertisement for two issues of the Plein Air publication. This represents a request from Franklin County funds for \$2,200 with Gulf County paying the additional \$2200. The funding would be allowed through BP funds because the publication appears in April. This item will be reviewed at the Special Meeting for January 24<sup>th</sup>.

### **Public Items for the Good of the Order**

FCTDC Committee Meetings, January 24, 2012 - 1:30 pm, City of Apalachicola Meeting Room – the meeting was amended to designate this meeting for a FCTDC Special Board Meeting.

FCTDC Council Meeting, February 14, 2012 - 3:00 pm, Franklin County Courthouse Annex

**Adjourn** - Chair Sanders adjourned the meeting at 4:45 pm.