



Franklin County Tourist Development Council
Franklin County Annex

MINUTES, January 8, 2008 - 3:00 p.m.

Present: Paul Parker, Alice Collins, Frank Cook, Russell Crofton, Shelia Hauser, Joe Taylor
Recording: Curt Blair, Fran Edwards
Attending: Cindy Clark, Mel Kelly, Leslie Register, Elaine Rosenthal, Terry Kemp

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 p.m.
- II. **Introductions** - Chairman Paul Parker asked members of the audience to introduce themselves.
- III. **Amendments to the Agenda** - Sheila Hauser asked that she be allowed to make an announcement under Committee Reports
- IV. **Minutes of Previous Meeting** -
Motion to accept the minutes: Cook, Second: Hauser, Passed unanimously

The Minutes of the December 14 Marketing Committee Workshop were distributed

V. Staff Reports -

Collections - Staff distributed the collections report showing \$39,697.19 collected for the month of October, bringing the total collected to date for 2007 to \$718,940.04, up an approximate 10% increase from the previous year collections.

Department of Revenue: Staff reported that they were in the process of working with the Department of Revenue to determine what would be necessary to collect and administer funds locally.

Interest on Collected Funds: Staff reported that the Clerk's office had reported to the County Commission at their last meeting that approximately \$60,000 in interest had been accumulated from deposited TDC revenues. Clerk transferred the interest to the County's General Revenue fund.

Visitor Center Data Collection: Peak Season Reservation Clearinghouse: Staff reported that they were meeting with the 2KWebgroup firm to work on the website to determine if there was a way to make the data collection from the visitor centers and the reservation clearing house all a function of the website. That meeting will occur later in this week and a report will be provided the Board at the next meeting.

Grant Awards: It was reported that the notices for the small grant and sustainable grant awards had been mailed and that we were waiting for contracts to be signed and returned.

VI. Committee Reports

Marketing - In Helen Spohrer's absence, that staff presented both a summary of the Marketing Workshop meeting and a report from Ms. Spohrer about next steps to take to move along the marketing agenda. That report included the following:

- 1) Staff contacted 2KWebgroup to discuss their handling of the data management portion of the website activities. 2KWebgroup indicated that they thought the management activities would logically be an administrative function. They would be willing to help when needed with technical assistance at an hourly rate.
- 2) Staff contacted Cindy Clark of Bay Media and discussed writing services needed by the Marketing Committee and the consultative services identified

by the Grants Committee for grant recipients. Cindy provided the group with a scope of services for both activities.

- 3) Staff responded to the Marketing Committee request indicating that they could handle the additional data management and email services in-house at a rate of \$16.00 per hour. These hours would be billed in addition to the allowable 80 hours @ \$42. per hour currently accepted in the administrative contract.

Motion: That the TDC engage Cindy Clark on an hourly basis of \$45. per hour, up to a maximum of \$1,000 to begin working on tasks identified by the Marketing Committee and Grants Committees and that the Council would re-evaluate such an agreement at the February meeting. Costs would be paid for from funds set aside by the County Commission for marketing and assistance to Small Grant recipients at their December 16, 2007 meeting.

Motion: Cook, Second, Taylor. Passed unanimously.

Motion: That the staff procure clerical services at the rate of \$16. per hour, for a maximum of 10 hours per week, for data management and information requests responses, to be expensed from excess administrative funds.

Motion: Collins, Second, Cook. Passed unanimously.

Geiger & Associates - Debbie Geiger and Shari Hubbard addressed the Council on a number of matters including the list of photo requests and the fall FAM tour schedule. Joe Taylor agreed to work with Geiger and staff to acquire the remaining photos necessary without cost as requested by Commissioner Crofton.

Motion: To approve the fall FAM schedule dates of October 15 through October 19, 2008.

Motion: Collins, Second, Cook. Passed unanimously.

VII. Continuing Business

Visit Florida Ad Staff reported that the Visit Florida Ad bill had been received and was in the process of being paid. There remains two outstanding bills for participants in the ad that members agreed to resolve.

Work Force Development Sheila Hauser reported that she was waiting for information from the Work Force Development Council on service personnel training.

VIII. Local Government Project Report

Franklin County: Commissioner Crofton reported on the need for approximately \$10,000 to finish the Indian Creek Park in Eastpoint that was acquired from Bob Allen with funds from Florida Communities Trust for Public Lands.

Motion: To instruct the staff to find \$10,000 for an allocation to finish the park if the Commissioner could not use a portion of the \$60,000 interest monies transferred by the Clerk to the General Revenue fund.

Motion: Cook, Second: Crofton. Passed unanimously.

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

IX. New Business:

Joe Taylor requested that the Board consider working on long term planning strategies for the TDC. It was agreed that a discussion would be conducted during the time set aside for Committee meetings on January 29, 2008.

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

The St. George Lighthouse representatives announced their Grand Opening on January 11, 2008 at 10:00 P.M.

XI. Adjourn: 4:35 p.m.