

Franklin County Tourist Development Council
COUNCIL MEETING
Carrabelle City Offices, Carrabelle, Florida
July 6, 2010, Beginning at 3:00 PM
MINUTES

In attendance: Chair Spohrer, Allen, Ash, Collins, Hauser, Parker, Prickett, Sanders, Taylor

Recording: Blair, Edwards

Guests: Tamara Allen, Pat Bradon, Cindy Clark, Lesley Cox, Terry Kemp, Tana Kendrick, Joan Matey, Katie McFarland, David Mills, Cindy Neel, Dixie Partington, Clarice Powell, Maite Roca, Royce Rolstad, Elaine Rosenthal, Suzanne Zimmerman.

Call to Order – Chair Spohrer called the meeting to order at 3:05 pm

Introductions – Chair Spohrer recognized the audience and asked if there were any introductions.

Amendments to Agenda – no changes

Minutes: Board Minutes of June 1, 2010 Council Meeting
Board Minutes of Special June 9, 2010 TDC Meeting

Motion to accept Minutes of June 1 and June 9 with no changes:

Motion: Allen, 2nd Hauser, passed

Committee Report of June 15, 2010 – distributed to the council and is attached by reference to this report.

Staff Reports - Administrative Report – Blair reported progress on the following items:

Web Cams – We have contracted for and ordered the equipment. Installation should begin to occur by the end of the week.

Local Media Tours – With the help of Sheila and Bay Media we conducted a tour of the area which included meals and a trip on an oyster boat for Kevin Mills of Visit Florida. Staff requested the Board approve an expenditure of \$300 to reimburse for the oyster tour.

Motion to approve oyster boat tour expense from Emergency Marketing Funds:

Motion: Parker, 2nd, Hauser, passed

Gov Office Reporting – Blair indicated staff is sending a weekly report to the Governor's office covering expenses paid from the Emergency Marketing funds.

Gov Task Force - Staff reported they attended and made a presentation before the most recent meeting of the Governor's Oil Spill Response Task Force meeting in Pensacola the previous Friday at the request of the Walton TDC.

Budget amendment – Staff distributed a proposed \$20,000 Budget Amendment to the council for approval, pertaining to a 2009-10 shortage from unexpected expenses. This proposed budget amendment is attached to these minutes by reference.

Motion to approve the Budget Amendment as proposed and submit to the FCBOC for approval at their 7/7/10 meeting:

Motion: Collins, 2nd, Hauser, passed

USA Today Ad – Staff reported they approved a second co-op ad with the FRLA to be run in USA Today. FCTDC portion cost is \$303.

Motion to approve placement of ad and expense Emergency Marketing Funds:

Motion: Collins, 2nd Hauser, passed

Bay Media production costs for airport display designs payment request:

Motion to approve payment of \$1454.50 to Bay Media for airport design:

Motion: Parker, 2nd Hauser, passed

Amended Scope of Services for emergency marketing for 2Kwebgroup, Bay Media, FCTV and Amy Hodson:

Motion to approve amended scope of services to be paid from Governor's Emergency Marketing Funding:

Motion: Taylor, 2nd Allen, passed. Abstains: Hauser, Sanders, and Spohrer

Collections- Blair distributed an updated Collections report to the council which is attached by reference to this report: Although April collections were down \$20,000 from last year, the collections overall are only down by 9%.

Committee Reports

Marketing:

Phase 2 Proposed Budget – Chair Spohrer distributed a Phase 2 proposed expense allocation to the council which is attached by reference to these Minutes. The Governor's Memo of Understanding Phase 2 funding in the amount of

\$252,350 has been received for the FCTDC. Discussion included Bay Media's presentation of proposed expense, discussion of the successful out of area TV coverage and transfer of certain line items to other categories.

Motion to approve the proposed budget for the Phase 2 funding of \$252,350 with the following modifications:

- The Event Co-op Ads \$25,000, Co-op w/lodging \$75,000, Community interface \$22,500 totaling \$122,500 is to be used for TV advertising up to \$62,500, Visit Florida cooperative advertising in an amount up to \$5,000.
- \$55,000 for various print media advertising suggested by Bay Media to be tabled until the Board's Special July 20 meeting for more information.
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Motion: Sanders 2nd Collins, passed.

Motion to transfer \$20,000 of the Press Tour allocation to TV advertising in order for Hauser to proceed with \$82,500 to obtain additional wide area TV advertising

Motion: Parker, 2nd, Collins, passed

Motion to submit Plan as presented and amended to the FCBOC on 7/7/10:

Motion: Taylor, 2nd, Collins, passed.

Visitor Center RFPs – a special conference with Chair Spohrer, staff and the three visitor centers' representatives will be held on July 8 to discuss options of marketing ideas.

Special Board Meeting - A special council meeting will be held in place of the regular Committee Meetings of July 20, to approve the marketing plan for the Visitor Centers, and the print media marketing proposal.

Grants:

Sustaining Grant Recommendation – Motion was approved at the FCTDC June 1 meeting.

2010-2011 Off Season Grant Applications – Motion to approve all small grant awards as presented; motion to approve all grants to be submitted to the FCBOC at their 7/7/10 meeting:

Motion: Sanders, 2nd Taylor, passed, Allen abstained

Continuing Business - None

Reports by Local Government Representatives

Franklin County: no report

City of Apalachicola: Ash presented a revised request letter for \$50,000 in 2009-10 infrastructure funds and which is attached to this report by reference. Motion to declare proposal to be in accordance with TDC guidelines and in accordance with Florida Statutes.

Motion: Ash, 2nd, Hauser, passed

City of Carrabelle: - Allen requested approval for the Carrabelle Gateway signage to be paid from 2008-09 infrastructure funds of \$19,000. Motion to approve expense:

Motion: Sanders, 2nd Taylor, passed

New Business:

\$500 Special Request – Franklin County Sheriff's Dept Youth Fishing Tourney

\$500 Special Request – Dixie Theatre/Margo Anderson's Tribute to Patsy Cline

Motion to approve both \$500 requests:

Motion: Collins, 2nd Taylor, passed

Public Items for the Good of the Order

Special TDC Council meeting to be held July 20 in place of scheduled Committee Meetings. The meeting will be held in the City of Apalachicola Community Room: 1:00 pm

TDC August 3 Council Meeting, 3:00 pm – Location to be determined – Staff requested a location change to Carrabelle for the October 2010 and any future council meetings of Jan/Apr/Jul/Oct to coincide with the FCBOC meeting in Carrabelle. All other council meetings will be held at the FC Courthouse Annex unless otherwise noted. Motion to change Oct/Jan/Apr/Jul council meetings location to Carrabelle. Feb/Mar, May/June, Aug/Sept, Nov/Dec council meetings' location to be at FC Courthouse Annex:

Motion: Allen, 2nd Hauser, passed

Adjourn – Chair Spohrer adjourned the meeting at 4:55 p.m.