

Franklin County Tourist Development Council
Franklin County Courthouse Annex
Minutes
July 7, 2009
3:00 p.m.

- I. **Call to Order:** Meeting was called to order by Chair Spohrer at 3:00 p.m.
Members Present: Chair Spohrer, Brown, Collins, Cook, Hauser, Parker, Sanders, Taylor.
Recording: Curt Blair
- II. **Guests in Attendance:** Beverly Hewitt, Theresa Kemp, Royce Rolstad, Mark Friedman, Dixie Partington, Elaine Rosenthal, Tana Kendrick.
Special Guests: Marcia Johnson, Linda Phillips, Franklin County.
- III. **Amendments to Agenda:** None
- IV. **Minutes of June 2, 2009 Council Meeting:** Motion to approve: Parker, 2nd Cook, passed
Committee Minutes for June 26 were distributed for information
- V. **Special Presentation** - by Marcia Johnson, Franklin County Clerk of Courts
Clerk's Presentation Information was distributed to council and is attached by reference.
Ms. Johnson discussed the legal challenges of the Florida Statutes in relation to the collection of tourist tax and the expenditures allowed for this tax. Ms. Johnson explained Florida Statutes purposes, definitions (or lack of to define) and restrictions of use of tax funds. FCBOC voted a 60% infrastructure and 40% admin/promotional funding when the referendum was passed. No other county has this restriction. Ms. Johnson explained she was uncomfortable with some of the prior expenditures but that County Attorney Shuler's legal opinion is that prior expenditures were consistent with intent and could be upheld. Ms. Johnson requested that the Council fully investigate future infrastructure requests to be certain they are following the Florida Statutes requirements, especially for sustaining grant awards to consist of bricks, mortar and ops costs. She made suggestions of possible infrastructure projects for future review by the Council.
Staff response: Spohrer thanked Ms. Johnson for addressing the Council with this information. Chair Spohrer suggested that the TDC Plan be reviewed. Administrator Blair suggested that Florida Statutes don't define, rather that policy makers interpret the broad spectrum of the law.
- Motion to schedule a review of the Tourist Development Plan for the next TDC meeting.
Motion: Cook, 2nd, Collins, passed
- VI. **Staff Reports:**
Collections: Staff distributed a report to council and is attached by reference.
Visitor Center attendance report was distributed to council and is attached by reference.
Grant Cycle: Staff reported 2009-10 applications have been released to public via email and download from FCTDC website. Deadline to submit off season and sustaining applications is August 3, 2009.
Infrastructure Grants Requests – City of Apalachicola – Cook presented the city's infrastructure request to include a direction sign system and any leftover funding allocated to the City Hall Auditorium to upgrade the facility.
City of Carrabelle – Previous request letter was returned due to amount of excessive \$ request for amount of TDC funding available. No further correspondence has been received. Brown indicated he would have the letter in by tomorrow.
Franklin County – no letter of request received to date.
- VII. **Committee Reports:**
Marketing:
1) Motion: To approve \$2,800 proposal submitted by Forgotten Coast TV to produce a Seafood Video.
Motion: Sanders, 2nd Parker, passed.
Abstentions: Spohrer, Hauser.

- 2) Motion: To approve the scheduling of a FAM tour by Geiger and Associates for December 2 through December 6, 2009.
Motion: Collins, 2nd Cook, passed.
- 3) Emergency Crisis Committee:
 - a. Royce Rolstad will report back to the Council on his willingness to represent the TDC at the EOC in times of emergency;
 - b. Motion: To authorize Alice Collins to work with Geiger and Associates to prepare a plan for response to emergencies.
Motion: Parker, 2nd Cook. Passed

Dixie Partington asked how local non-profits can interact with the preparation of videos and the writer tours. She was asked to submit information on the Dixie Theatre and it would be forwarded to Geiger and Associates.

Grants:

Joe Taylor reported that the grant cycle was open and the deadline was August 3 for submittal of off-season and sustaining grant applications.

Administration:

No Report

Motion: To cancel the July 21, 2009 Committee meetings

Motion: Sanders, 2nd Hauser, passed

VIII. Continuing Business: None

IX. Reports by Local Government Representatives:

City of Apalachicola – submitted to council and is attached by reference

City of Carrabelle – Brown indicated to be submitted this week

Franklin County – pending submittal

Motion: To approve infrastructure requests but subject to review by the Franklin County Clerk's office as they are received. Funding to be reimbursement basis only – no advance of funds.

Motion: Taylor, 2nd Parker, passed

X. New Business:

1) Staff reported the upcoming preparation of an insert in the Tallahassee Magazine by THE Beach and that they would be contacting members in advance.

2) Rock by the Sea

a. Joe Taylor reported that Rock by the Sea had requested a Special Request of \$500 for their September event. He reported that the funds could be found.

Motion to approve \$500 request: Motion Cook, 2nd Collins, passed.

b. Joe Taylor reported that Rock by the Sea had inadvertently been notified of the funds available to the small grant recipients for website construction and maintenance. Rock By the Sea requested funds for that purpose even though they were not small grant award recipients in 2008-09.

Motion: To deny the request for website development funds at this time.

Motion: Cook, 2nd Hauser, passed.

3) Alice Collins distributed several articles from travel writers.

XI. Public Items to the Good of the Order – no reports

XII. Adjourn: Motion to adjourn. Motion Sanders, 2nd Cook, passed.