

Franklin County Tourist Development Council Board Meeting

Franklin County Courthouse Annex

July 12, 2011 - 3:00 p.m.

MINUTES

In Attendance: Vice Chair Collins, Cal Allen, Frank Cook, Mark Friedman, John Hosford, Paul Parker, Diana Prickett; absent was Chair Cheryl Sanders and Chester Reese.

Recording: Fran Edwards

Guests: Tamara Allen, Christian Anderson, Jamie Atchison, Charolette Bacher, Cindy Clark, Lesley Cox, Marissa Getter, Anita Grove, Sheila Hauser, Tami Hutchinson, Terry Kemp, Tana Kendrick, Linda Minichiello, Dixie Partington, Robert Peterson, Clarice Powell, Nancy Petrucka, Royce Rolstad, Elaine Rosenthal, Charlotte Schneider, Helen Spohrer, Joe Taylor, Robin Rickel Vroegop, Suzanne Zimmerman, and a representative from Best Western.

Call to Order – Vice Chair Alice Collins called the meeting to order at 3:02 p.m.

Introductions – Vice Chair Collins recognized the audience.

Amendments to Agenda – Mark Friedman requested to add an agenda item for discussion of the “Governor Stone” sailing vessel.

Minutes of June 28, 2011 Special Council Meeting – Motion to approve with no changes:

Motion: Parker, 2nd Cook, passed

Administrative Report

Collections - In the absence of Administrator Curt Blair, Fran Edwards reviewed the collections report to date indicating collections are up for the fiscal year by 10%.

Edwards distributed the most recent Geiger quarterly report and accompanying letter from Shari Hubbard which reviews the Scope of Work by Geiger on behalf of the FCTDC. The updated report included a new article about Apalachicola not yet in print through “Florida Travel & Life” but this article was written as a direct result of Geiger’s personal coordination with the journalist. Current value of advertising equivalency is \$1,330,515.00

Committee Reports

Marketing: Helen Spohrer, of Forgotten Coast TV and Agent of Record for current BP Phase 4 funding, distributed a monthly report through July 8, 2011 of promotional activities. This report includes all media relating to the current program which has been placed for Media Buy 1. She also compared the statistical data presently available of the major increases in action since the “We’re Salty” campaign began and before the media plan was in place. Previous website visits as of June 18 were average 183 per day; as of July 9 there is an average of 392 visits per day.

Board discussion of additional billboard consideration was discussed for US Hwy 231 and US Hwy 331

Grants:

2011-12 Small Grants - The board received the final Off Season Grants score sheet for review. Grants Committee Chair Prickett indicated that since 6 of the grants were transferred to BP for funding that 34 grants remained with a total request of nearly \$115,000. She explained that \$100,000 had been set aside for 2011-12 grants but that \$8000 will be for \$500 grants, \$72,000 was allocated for grant awards, and \$20,000 was allocated for production and marketing for the grants. However, she suggested since

we had the BP funding for major advertising, that the \$20,000 marketing allocation could be transferred back into the grant award allocation to total funds of \$92,000 for distribution. She indicated that by using the \$92,000 everyone who submitted an application could received 80% of their request, thereby no one would be left out this year. She also suggested that the 50% requirement of grant funding to be used for out of county advertising be reduced to requiring 30% requirement for out of county advertising.

Motion to transfer \$20,000 marketing allocation back into grant awards to total \$92,000 for distribution to off season grant program and recommend to the FCBOCC to award each applicant 80% of their request and to reduce the out of county advertising requirement from 50% to 30%.

Motion: Friedman, 2nd Hosford, passed

2011-12 Sustaining Grants -Chair Prickett then introduced the list of current sustaining and seed funding grant recipients and requested discussion regarding awards for sustaining grants and seed funding grants for 2011-12 year. The allocation for 2011-12 is \$100,000. Collins commented to find a source of funding for the Seed Grants. Hosford suggested it be raised to \$10,000 for Seed Grants.

Motion to approve and fund current sustaining grant recipients @ \$20,000 each; to approve and fund the two current seed grant recipients \$10,000 each; transfer \$20,000 from the Aid to Local Governments allocation into the sustaining grant program:

Motion Hosford, 2nd Cook, passed

The following recommendation of Off Season Awards and Sustaining/Seed Grant funding distributions will be submitted for approval to the Franklin County Board of Commissioners at their July 19, 2011 meeting:

FCTDC 2011-2012 GRANTS APPROVED ON 7.12.11	\$ Requested	FCTDC Approved 80% of \$ request and reduced out of county advertising requirement to 30% of grant award
Camp Gordon Johnston Days	\$4,000	\$3,200
30th Annual SGI Chili Cook Off	\$5,000	\$4,000
Holiday on the Harbor/Boat Parade of Lights	\$4,000	\$3,200
22nd Annual Carrabelle Riverfront Festival	\$4,000	\$3,200
Historic Apalachicola Holiday Celebration	\$4,000	\$3,200
Apalachicola Art Walk	\$2,000	\$1,600
St. Vincent Island Open House	\$2,000	\$1,600
Antique and Classic Boat Show	\$4,000	\$3,200
Plein Air - America's Great Paint Out	\$5,000	\$4,000
Historic Apalach Home & Garden Tour	\$5,000	\$4,000
Pearls for the King	\$1,000	\$800

3rd Annual SGI Snowbird Day	\$2,000	\$1,600
January Professional Season 15 at the Dixie	\$3,000	\$2,400
February Professional Season 15 at the Dixie	\$3,000	\$2,400
March Professional Season 15 at the Dixie	\$3,000	\$2,400
Wild & Scenic Film Festival	\$5,000	\$4,000
C-Quarters Marina King Busters Tournament	\$2,000	\$1,600
C-Quarters Marina Kingfish Shoot-out Tournament	\$4,700	\$3,760
Forgotten Coast Black Bear Festival	\$2,000	\$1,600
Autumn - Authors in Apalachicola	\$2,000	\$1,600
2nd Annual Oyster Cook-Off	\$2,000	\$1,600
Apalachicola Wine & Jazz Festival	\$5,000	\$4,000
9th Annual Apalach Mardi Gras	\$4,000	\$3,200
11th Annual Eastpoint Rib Cook-Off	\$4,000	\$3,200
Rock By The Sea St George	\$2,000	\$1,600
Water Street Festival of Ice	\$5,000	\$4,000
2011/2012 Exhibition Series	\$5,000	\$4,000
Ilse Newell Concert Season	\$5,000	\$4,000
Panhandle Players Fall Production	\$2,000	\$1,600
Panhandle Players Winter Production	\$2,000	\$1,600
Panhandle Players Spring Production	\$2,000	\$1,600
Ghostwalk	\$2,000	\$1,600
Blues, Jazz and BOOs	\$4,000	\$3,200
Beach Home Tour of SGI	\$4,000	<u>\$3,200</u>
Amount Requested	\$114,700	
Amount Available	\$92,000	
		Total Grant Award Distributions:
		\$91,760
 <u>Events Transferred to BP Funding By FCTDC</u>		
<u>6/28/11:</u>		
8th Annual African-American History Festival	\$5,000	

Lantern Fest	\$4,000
Apalachicola School of Art 2011-12 Workshop Series	\$5,000
Florida Panhandle Lighthouse Challenge	\$4,000
Apalach Second Saturdays	\$5,000
Franklin County Oyster Festival	\$5,000
Total BP Funding transfer for events	\$28,000

Continued Sustaining Grants approved by FCTDC

7.12.11:

Camp Gordon Johnston Museum Association	\$20,000
Carrabelle Lighthouse Association	\$20,000
Dixie Theatre Foundation	\$20,000
Raney House	\$20,000
SGL Lighthouse Association	\$20,000

Continued Seed Grants:

Apalachicola Center for History, Art, Culture	\$10,000
Carrabelle History Museum	<u>\$10,000</u>
Total Sustaining Grants Allocation	\$120,000

Administration

FCTDC Procedures (recommended revisions as of 6/30/11) – Administrative Chair Collins requested approval of changes as recommend by the Administrative Committee:

Motion to approve all recommended revisions to the FCTDC Procedures document as revised 6/30/11:

Motion: Friedman, 2nd Prickett, passed

Continuing Business –

Marketing: Helen Spohrer gave an update of activities regarding marketing approvals by the FCBOCC - Softball Tournament was very successful. Staff distributed a copy of the printed Softball Brochures that was distributed to participants.

The FCBOCC did not approve the \$27,500 allocation of BP funding to the three geographical areas. It was tabled for discussion at their meeting on July 19, 2011.

A discussion of the Visitors Center \$25,000 media allocation will be tabled to the FCTDC Committee meeting of July 28.

“Governor Stone” sailing vessel – Friedman explained that the Friends of the Governor Stone sailing vessel are requesting an allocation to bring the “Governor Stone” to Franklin County for March and April 2012. It will be docked at Riverfront Park or Ten Foot Hole Park in Apalachicola for one month for the Annual Boat Show, and in April will be moved and docked in Carrabelle for the Riverfront Festival. The Friends of the Governor Stone will be handling all the operations while in port.

Motion to allocate up to \$7,500 from BP monthly promotions for transporting costs associated with bringing the Governor Stone to Franklin County:

Motion: Friedman, 2nd Cook, passed

Helen Spohrer reviewed with the board, the Media Buy 2 that was submitted to BP for approval. She requested board approval of this Media Buy 2 plan:

Motion to approve Media Buy 2:

Motion: Friedman, 2nd Cook, passed

Helen Spohrer discussed the FCBOCC’s request to fund the Florida Seafood Festival for \$45,000 out of the BP Phase 4 funds.

Motion to table this item to Committee meeting of July 26:

Motion: Friedman, 2nd Cook, passed

The Franklin County Oyster Festival was awarded \$5,000 from BP Phase 4 monthly promotions; however their event coordinators requested additional funding to make the event successful. Collins suggested that the event coordinators meet with the SGI Coalition to request that the Coalition request that the geographical split-out of BP available funding of \$27,500 be approved for the Franklin County Oyster Festival by the FCBOCC.

Reports by Local Government Representatives

Franklin County:

City of Apalachicola: Cook presented a request to the council for a letter of support from the FCTDC to Historic Apalachicola Main Street Program:

Motion to approve the FCTDC send a letter of support to Florida Main Street Program on behalf of the Historic Apalachicola Main Street Program:

Motion: Parker, 2nd Allen, passed

City of Carrabelle: Cal Allen commented on the very successful Girls Softball State Tournament held in Carrabelle after the July 4th holiday. Property rentals were full.

New Business

Mark Friedman distributed a Visitor’s Center report from the Apalachicola Bay Chamber and reviewed the data with the board. He questioned if other Visitor Centers were submitting any reports and if not, would like to see them. No action taken.

Public Items for the Good of the Order

Committee Meetings, July 26th, 1:30 pm, City of Apalachicola Meeting Room

FCTDC Council Meeting, August 9th, 3:00 p.m. Franklin County Annex, Apalachicola

Adjourn – Motion to adjourn: Allen, 2nd Cook, adjourned at 4:30 p.m.