



**Franklin County Tourist Development Council
Committee Meetings
Eastpoint Visitors Center
Wednesday, July 27, 1 P.M.**

MINUTES

In Attendance: Rex Pennycuff, Chester Reese, Beverly Hewitt, Janalyn Dowden, Walter Armistead
Absent: Commissioner Cheryl Sanders, Commissioner Frank Cook, Mayor Brenda LaPaz, Diana Prickett
Recording: Curt Blair, Laura Graham, Jean Lane
Guests: Tana Kendrick, Cindy Clark, Sheri Wesson, Tamara Allen

Marketing Meeting

The meeting was called to order at 1:15 P.M.

Curt Blair reviewed the marketing for the FCTDC 2016-17 fiscal year to included policy goals, objectives and criteria.

Tana Kendrick, 2kWebgroup reviewed the results of this past years' internet marketing to the board and gave her recommendations for 2016-17.

Cindy Clark, BayMedia reviewed the results of print and banner ad marketing efforts and presented her marketing ideas for 2016-17.

Mr. Blair presented a copy of the 2015-16 Promotions budget for the board to review in preparation for the next committee meeting, August 24, 2016.

After hearing the marketing presentations and some discussion, it was suggested by the board to also target Fly Fishing and Foodies as niche markets.

Handouts for the marketing meeting are available on the saltyflorida.com website.

Meeting adjourned at 2:50 P.M.