

**Franklin County Tourist Development Council
Minutes
July 1, 2008**

- I. Call to order: The meeting was called to order by Chairman Paul Parker at 3:05 P.M.**
- II. Introductions: Mr. Blair introduced Amy Hodson an intern from FSU**
- III. Amendments: There were no amendments to the agenda**
- IV. Minutes:
Motion: To approve the minutes of the June 3 meeting. Motion Crofton,
Second: Spohrer. Passed**
- V. Staff reports: Curt Blair offered the staff administrative report with the following clarifications:**
- 1) The collections report had not yet been received from the County Clerks office**
 - 2) Visit Florida Membership:
Motion: To approve membership to Visit Florida for another year at the rate of \$750.
Motion: Taylor, Second: Spohrer. Passed**
- Sheila Hauser reported that Miles Media would be in the area on July 17. Staff was requested to provide the Marketing Committee with the Visit Florida newsletter.**
- VI. Reports**
- 1) Cindy Clark: Cindy provided a report on the progress of the advertising for small grant supported events, the newsletter and press releases.**
 - 2) Geiger and Associates: Staff distributed the most recent Geiger Report**
 - 3) Marketing: Helen Spohrer reported on the activities of the recent Marketing Committee**
 - 4) Grants Committee: Joe Taylor presented the board with a revised set of procedures for the small grant program.
Motion: To approve the procedures and calendar as amended specifically to include the allocation of funds in the program to include:
 - \$75,000 for small grant awards
 - \$20,000 for market for events
 - \$5,000 for special requests throughout the yearMotion: Spohrer, Second: Collins. Passed.**

VII. Continuing Business

- 1) **Service Provider Training:** Sheila reported that the most recent Service Provider Training scheduled for June 18 was cancelled as a result of lack of registration.

VIII. Reports by Local Governments

- 1) **Franklin County:** Russell Crofton reported that the Tax Collector was at the County Meeting to report that he had discussed with Curt Blair the possibility of administering the resort tax locally and that he was looking into the possibility. Mr. Crofton also reported that the boat ramp on St. George Island would have a dedication at 1:30 on July 3, and the bike path would be done by September 1.
- 2) **City of Apalachicola:** Frank Cook presented a report from Apalachicola in writing which will become a part of these minutes.
- 3) **City of Carrabelle:** No report

IX. New Business

- 1) **Bill Mahan** made a presentation on behalf of the Oyster School
- 2) **Helen Spohrer** announced the schedule for the Three Servicemen Statute dedication
- 3) **Staff** reported on the holding of a Bear Festival and asked for volunteers

X. Public Items

- 1) **Chairman Parker** suggested the board consider making revisions to the video to keep it current.