

Franklin County Tourist Development Council
COUNCIL MEETING
City of Apalachicola Community Room 1 Bay Avenue
June 1, 2010
Beginning at 3:00 PM

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

Recording: Blair, Edwards

Guests: David Butler, Cindy Clark, Karen Cox-Dennis, Rob Gelhardt, Anita Grove, Gloria Horning, Fletcher & Lesley Isacks, Terry Kemp, Sterling and Tana Kendrick, Adam Lebrrie, Erin O'Brien, Arlene Oehler, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Candy Varnes, Suzanne Zimmerman

Call to Order – Chair Spohrer called the meeting to order at 3:00 pm.

Introductions – Chair Spohrer recognized the audience.

Amendments to Agenda –none requested

Minutes of May 4, 2010 Council Meeting – Motion to accept with no changes:

Motion Sanders, 2nd Hauser; passed

Minutes of Special 5/24/2010 TDC Meeting – Motion to accept with no changes:

Motion Sanders, 2nd Taylor; passed

Committee Report of 5/18 – distributed to the board and is attached by reference to this report.

Staff Reports

Administrative Report – The staff provided a report on the following items:

Collections – Collections for the month were down only 2.46% compared to last FY.

Airport Opening – The new Panama City Airport had successful Grand Opening activities . Franklin County was well represented and the raffle generated over 450 emails for our database. Two winners of the Erickson print and Spohrer photo book were Barbara Reynolds and Betty Johnson of Panama City.

Budget Amendment – tabled for the next meeting

Representative Bembry and Patronis – Pro FCTDC letters were sent to the Governor's office, from Representatives Bembry and Patronis, along with Mayor Van Johnson and Commissioner President Joe Parrish letters, advocating the inclusion of Franklin County in the BP \$25 million allocation for NW Florida.

BP Claims – Franklin County is set up for claims recovery and will use normal claims process.

Committee Reports

Marketing:

Governor's Request for BP Marketing Proposal – Chair Spohrer announced that the FCTDC had been awarded \$252,350 Emergency Marketing funds from the \$25 million BP request for NW Florida. Allocation budget for expense of funds was distributed to the board for review and is attached to this report by reference: Motion to approve the allocations as presented:

Motion: Collins, 2nd, Hauser, passed

Update on Emergency Plan Implementation – Chair Spohrer reported that the current plan (Phase I) was ready to be implemented; due to the emergency nature and the limitation of time, existing contractors with the FCTDC will be used for the Emergency Marketing Campaign.

Photography Proposal \$5,000 – draft Emergency Photo RFP was distributed to board and was approved to post on the TDC web site.

Motion to approve Photo RFP and post online:

Motion: Hauser, 2nd Taylor, passed

Marketing Logo – Motion to proceed for BayMedia to create ideas and displays for review by the board.

Motion: Taylor, 2nd, Parker, passed

Grants

Sustaining Grant Applications - Motion to recommend to the FCBOC, awarding each of the five existing grant recipients (Camp Gordon Johnston, Crooked River Lighthouse Association, Dixie Theatre Foundation, SGI Lighthouse Association, The Raney House/AAHS) \$20,000 each, subject to availability of funds and with existing Contract requirements in place.

Motion: Taylor, 2nd Hauser, passed

New Sustaining Grant Requests: Motion to recommend using \$5,000 from each county, and two city infrastructure funds to total \$15,000 and award "seed money" of \$7,500 to the Carrabelle History Museum and \$7,500 to the City of Apalachicola Center for History, Culture and Art, subject to availability of funds. A different contract will be designed with less stringent requirements.

Motion: Taylor, 2nd Hauser, passed

Dixie Theatre \$500 Special Request – due to urgent tourist situation, present policy for sustaining grants is waived for this venue and \$500 is approved for "Elvis is in the Building".

City of Apalachicola Funding Request - Motion to proceed with funding request letter providing funds are available, excepting the Gardens and Cemetery items; these will be reviewed to ensure they meet Florida Statutes requirements.

Motion: Ash Moved, Collins, 2nd

Continuing Business:

Reports by Local Government Representatives

Franklin County: no report

City of Apalachicola: no report

City of Carrabelle: no report

New Business:

Charlotte Bacher – Oyster Spat Committee – Elaine Rosenthal advised the board that 2010 Oyster Spat would not be held due to financial ability by SGI Business Association. They do expect to hold it again in 2011.

Erin O'Brien – Spirit Magazine – Ms. O'Brien presented the August issue concept of ½ tourism, ½ economic development. Motion to participate in the August issue from Emergency Marketing Funds:

Motion: Collins, 2nd, Hauser, passed

Karen Cox-Dennis – Unsolicited Marketing Proposal – Forgotten Coast Productions: No action.

A special meeting will be called for June 9 at the City of Apalachicola Community Room to discuss the Governor's Memorandum of Understanding award.

Motion to approve a location change for the July 6 meeting to Carrabelle City Offices beginning at 3:00 pm for convenience to July 6 FCBOC meeting in Carrabelle beginning at 5:00 pm.

Motion: Hauser, 2nd, Parker, passed

Adjourn – Chair Spohrer adjourned the meeting at 4:45 pm.