

**Franklin County Tourist Development Council
Board Meeting
Carrabelle City Hall
Wednesday, June 5, 2013 , 3:00 P.M.
DRAFT MINUTES**

In Attendance: Chair Jackel, Allen, Collins, Cook, Hewitt, Parker, Pennycuff and Reese. Absent: Prickett

Recording: Blair, Edwards

Guests: Steve Allen, Cindy Clark, Anita Grove, Tana Kendrick, Nikki Millender, Linda Minichiello, Royce Rolstad, and Joe Taylor

Call to Order: The meeting was called to order at 3:06 pm. Chair Jackel was delayed and she asked that Co-Chair Parker open and chair the meeting.

Introductions: There were no introductions

Amendments to Agenda: There were no amendments to the Agenda

Minutes of May 8, 2013 Council Meeting: Motion to approve the May 8, 2013 Minutes as presented:

Motion: Allen, 2nd Cook, passed unanimously

Committee Report of May 22, 2013 - distributed to board, no action required

Administrative:

Reports: Curt Blair reported

Collections - up from last year this period by 21%

Financials - confirmed the board had received the emailed financial reports

Media - discussed Bay Media's marketing report and successes

Web Stats - distributed website action for review

BP Grant Application status - reported that BP has indicated a decision would be made in late June

Meeting schedule change - July 3, 2013 Board Meeting:

Motion to cancel the July 3, 2013 Board meeting due to holiday conflicts:

Motion: Allen, 2nd, Hewitt, passes unanimously

2013-15 TDC Plan - distributed the 2011-13 current TDC Plan to board for review and input and discussion at an Administrative Committee meeting to be scheduled soon.

Blair also discussed that DEO collects tourism data and suggested the board could form a Scope of Work as a tool for the DEO to use. Reese indicated he has pending ECO information and will share eventual hard data.

Committee Reports:

Marketing: no report - see Continuing Business Tourist Tax Use

Grants:

2013-14 Application Form, and Guidelines:

Motion to approve as presented for inclusion online at the TDC website:

Motion: Reese, 2nd Cook, passed unanimously

Grant Calendar for publication:

Motion to approve Calendar as presented:

Motion: Collins, 2nd Reese, passed unanimously

Schedule and Grant Budget Allocations:

Motion to approve budget and schedule for 2013-14 grant process

Motion: Reese, 2nd, Cook, passed unanimously

Continuing Business:

Tourist Tax Levy Proposed Use - Blair reviewed a draft of possible allocations for a 2 cent increase with the board. Jackel asked for suggestions. Discussion of the first 1 cent for budget items; second 1 cent earmark for advertising. Parker suggested advertising should be through previously successful ads. Further discussion of using invitationed journalists, video, internet

\$450,000 Out of area promotions in proven marketing vehicles to increase occupancy during non peak months
Discussion to define "off season" and "out of area"

\$200,000 Promotion assistance for local seafood marketing
Discussion by Reese to accentuate "key strengths" of county such as fishing during off peak periods

\$100,000 Additional grants and promotional production accenting off-season periods Aug 1 through May 31
Discussion to accentuate off season period

\$100,000 Additional assistance to four FC Visitor Centers

Jackel stated the proposal should be general and try not to lock in too tightly with specifics unless they have been tested as successful in previous marketing. Reese requested an organized, synchronized, structured outline format of the Power Point presented to the Public Workshops discussions. That input suggestions from the workshops can be incorporated and validated before taking to the FCBOCC.

Adopt motion to draft proposal of guidelines and to revisit for final approval

Motion: Pennycuff, 2nd Collins, passed unanimously

Motion to draft a letter of support to recipients of TDC funding to request they support the 2 cent increase in transient rental tax:

Motion: Collins, 2nd, Allen, passed unanimously

Reports by Local Government Representatives:

Franklin County: Parks and Recreation Beach Clean-Up - Nikki Millender from FC Parks and Rec requested approval of BOCC action on June 4 to allocate \$7,500 to hire two extra high school summer workers to assist with clean up of beach areas. She requested to reallocate a 2012-13 FCTDC \$5,000 budget item for softball tourneys for use to the beach clean up since no softball tourney will be held this summer.

Motion to approve reallocation of \$5,000 to beach cleanup;

Motion: Collins, 2nd, Pennycuff, passed

City of Apalachicola: Cooks reported the public restrooms adjacent to the Cotton Exchange are under construction and Scipio Creek haul outs are in process.

City of Carrabelle - Allen commented on the success of Plein Air in Carrabelle, that the artists really loved the area.

Joe Taylor commented with a presentation of the successful 2013 Plein Air event recently held in Franklin and Gulf County - that many agencies worked as a team and about the cumulative positive publicity about the event.

New Business:

Visitors Guide budget item - Blair discussed the dwindling supply of Visitor Guides and requested discussion how to proceed.

\$500 Grant Request – Estuaries day, ANEER, Friday, Sept 27, 2013

Motion to approve:

Motion: Collins, 2nd Pennycuff, passed unanimously

Visitor Centers Contract: Collins suggested she will schedule an Administrative Committee meeting for discussion of this document. Jackel requests the Committee to (1) prepare "boiler plate" contractual language (statement) regarding distribution of tourism materials to tourists in the Visitors Center contract, and (2) that all Visitors Centers are contracted with a level playing field.

Public Items for the Good of the Order:

Wednesday June 19, 2013 1:30 P.M. Committees, City of Apalachicola Meeting Room

Wednesday August 7, 2013 3:00 P.M. TDC Board, Franklin County Courthouse Annex

Adjourn: Meeting was adjourned at 4:37 p.m.