

**Franklin County Tourist Development Council Board Meeting**  
**Carrabelle City Offices, Carrabelle, Florida**  
**June 12, 2012 - 3:00 p.m.**  
**MINUTES**

**In Attendance:** Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Diana Prickett, Chester Reese; absent Chair Cheryl Sanders, co-chair John Hosford, and Paul Parker

**Recording:** Curt Blair, Fran Edwards

**Guests:** Tamara Allen, Anita Grove, Sheila Hauser, Linda Minichiello, Elaine Rosenthal, Helen Spohrer, Daniel Stewart, and Suzanne Zimmerman

**Call to Order:** Establishing there was a quorum but no FCTDC Chair or Co-Chair present, Allen motioned that Collins act as chair; Collins declined; Allen motioned that Prickett act as chair; Prickett accepted. Prickett opened the meeting at 3:10 pm and requested that Curt Blair administer the meeting.

**Introductions:** Blair asked for introductions; Daniel Stewart was introduced as a representative from the Apalachicola Maritime Museum.

**Amendments to Agenda:** Blair requested an item be entered under Continuing Business to address some municipality funding. Anita Grove requested she appear under Public Items for the Good of the Order. So moved.

**Minutes:** of May 8, 2012 Council Meeting: Motion to approve Minutes as presented:

Motion: Reese, 2<sup>nd</sup> Cook, passed

**Administrative Report:** Curt Blair

Collections and Financial Reports – Blair referred the Board to review the latest collections and financial reports.

**Committee Reports:**

Marketing:

Marketing Update - Helen Spohrer

Final BP Change Order #10 – Spohrer requested the Board to approve the final BP Change Order #10 which moved remaining unspent amounts of each Media Buys 1 through 4 of \$4,965.69 into Media Buy 3/Coop Activities. The remaining balance in this MB3/Coop Activities line allocation would be \$5,449.60.

Motion to approve Change Order #10 and a final payment of BP grant dollars to Bay Media for \$5,449.60 to be held in escrow for any unanticipated billing; if unused, remainder to be distributed for TDC marketing with approval of the board:

Motion: Collins, 2<sup>nd</sup>, Reese, passed

Grants:

2012-13 Grants Small Grants Committee – Grants Chair Prickett informed the board that the proposed 2012-13 Grant Change recommendation would probably not pass the FCBOCC and suggested an Option 1 to proceed with the present grant system used in 2011-12, with an Option 2 to offer any grant recipients an opportunity to volunteer their funding to participate in a FCTDC grant marketing plan for 2012-13.

Reese indicated that the Board had worked very hard on this change but that all of the details had not been worked out and questions still prevailed on the changes, and that time was running out. Reese proposed that the TDC continue with the 2011-12 grant system as is with no changes, and use it for the 2012-13 Grant process.

Collins suggested that the next Grant Committee meeting be used to strategize the 2013-14 Grant System and set up a plan to offer the proposal to the Board of Commissioners for 2013-14 .

Motion to place the existing Grant Program on the agenda for the June 26 Committee Meeting to discuss proposed changes and to strategize the grant program; Plans will be discussed for presentation to the FCBOCC at the appropriate time for the 2013-14 Grant Program.

Motion: Collins, 2<sup>nd</sup>, Hewitt, passed

Motion to proceed and use the existing 2011-12 Grant Program with no changes for the 2012-2013 Grant Program;

Motion: Reese, 2<sup>nd</sup>, Allen, passed

Motion to proceed with the Small Grants budget allocation of \$100,000 to be used as follows: \$20,000 for Bay Media's Marketing packages for grant recipients, \$8,000 be used for sixteen \$500 grants, and \$72,000 would be used to distribute as grant application awards.

Motion: Reese, 2<sup>nd</sup>, Cook, passed

A revised Grant Program calendar was presented by staff for review and approval and is attached to this report for reference. A public notice will be run in the TIMES on June 21 and June 28 and the TDC grant email database will receive the information that FCTDC 2012-13 grant applications will open on June 21, 2012. The online grant system and applications will go online at the FCTDC website on June 21, 2012 and will close on July 19, 2012. Any organization who has not attended the Grant Application Seminar in the past will be required to have a representative attend the Grant Workshop before a password will be supplied.

Motion to approve the revised Grant Program calendar as discussed:

Motion: Collins, 2<sup>nd</sup> Allen, passed

**Continuing Business:** (Agenda item addition)

Request for approval to pay City of Carrabelle and City of Apalachicola 2010-11 allocations:

Staff requested Board approval to expense up to \$45,000 to the City of Apalachicola and to the City of Carrabelle for documented expenses relating to FCTDC allocations designated in the 2010-11 budget:

Motion to approve payments up to \$45,000 for each municipality for documented expense, but if the money is not requested by October 1, 2012, no carryover of funding will be approved, and any remainder will revert back to the FCTDC for reallocation.

Motion: Allen, 2<sup>nd</sup> Cook, passed

**Reports by Local Government Representatives:**

Franklin County: No report

City of Apalachicola: Cook distributed an updated project report status for the City.

City of Carrabelle: Allen commented on recent activities in Carrabelle.

**New Business:**

Apalachicola Maritime Museum information presentation – Daniel Stewart, representative staff from the Apalachicola Maritime Museum spoke before the board to review the Museum's programs. Stewart distributed and reviewed the information brochure from the Museum, highlighting areas of interest. Stewart revealed the present and future plans for the museum which includes boat building and new vessel additions. A recent acquisition is a gift of a 5 suite compartment paddlewheel from the estate of Debbie Reynolds and the Hollywood Motion Picture Museum. This vessel will be restored in the future and plans are, once restored, to use it for river trips to Chattahoochee and Columbus.

\$500 request: Friends of the Reserve – Estuaries Day at the Reserve, September 28, 2012

Motion to approve \$500 out of the 4<sup>th</sup> quarter \$500 grant funds:

Motion: Collins, 2<sup>nd</sup> Allen, passed

**Public Items for the Good of the Order:**

\*6/26/12 FCTDC Committees – City of Apalachicola Community Room, 1:30 pm – \*staff indicated the previous date on the agenda of 6/19 was an error; that the actual date for the Committee Meeting IS June 26, 2012

7/10/12 council meeting canceled, rescheduled to combine Board Meeting with Committee Meeting July 24, 2012, City of Apalachicola Community Room, begins at 1:30 p.m.

(Agenda item addition) Anita Grove distributed a marketing report by the Apalachicola Bay Chamber and reviewed the results with the Board.

**Adjourn:** The meeting was adjourned by Prickett at 4:50 p.m.