

Franklin County Tourist Development Council
June 2, 2009
Franklin County Courthouse Annex
3:00 P.M.
MINUTES

Present: Chair Spohrer, Brown, Collins, Cook, Hauser, Parker, Prickett, Sanders, Taylor,
Recording: Edwards
Guests: Cindy Clark, Mark Friedman, Gail Garrard, Tana Kendrick, Arlene Oehler, Royce Rolstad, Elaine Rosenthal, Suzanne Zimmerman

Call To Order - Meeting was called to order by Chair Spohrer @ 3:10 pm.

Introductions – Chair Spohrer recognized guests and thanked Friedman for attending

Amendments to Agenda – Sanders motioned that Administrative Committee be moved to beginning of meeting so she could attend that portion.

Motion: Sanders, 2nd Cook, passed

Minutes of May 5, 2009 Council Meeting – Motion to approve Minutes with following changes:

(1) Page 1/Committee Reports/Marketing. Motion Hauser, 2nd Parker. (2) Page 2/New Business/Big Bend/Motion – delete “s” from “Parkers”

Motion: Collins, 2nd Parker, passed

Staff Reports –

Staff distributed Committee Meeting Reports for April and May 2009.

Staff distributed Collections Fiscal Year to date that are attached to this report by reference.

Staff distributed the Small Grant Program 2010 Cycle Public Notice for approval to be run on June 25. Motion to approve with changes that “deadline date information” be done in capital letters.

Motion: Taylor, 2nd Cook, passed

Reports

Marketing Committee:

Geiger Press Tour Review – Hauser reported a very successful reception at Carrabelle Boat Club, 60+ attendance. Motion for \$500 additional funds for reception costs.

Motion: Hauser, 2nd Collins, passed

Seafood Video RFP – Staff reported the RFP had run in the TIMES and Franklin Chronicle but no response has been received.

Grant Committee:

2009-10 Grant Applications – Staff reported that grant applications will be released July 3 on the TDC website download and via other requests.

Cities/County Infrastructure Response Request – Staff distributed a recap sheet of requests from Franklin County, City of Apalachicola, and City of Carrabelle. Board motioned that staff correspond with the three entities to request revisions and prioritization for their requests to include only current year funding at this time; Letter to include the applicable Statutes, to advise their funding requests must meet Florida Statutes tourist development tax expenditure guidelines. Each entity will receive \$19,125.33. Letters will be reviewed by Clerk of Court for approval of expense. Funding will be made as reimbursement, not as advance funds.

Motion: Taylor, 2nd Cook, passed

Administration Committee:

Preliminary Recommendations – Staff distributed the May Administrative Committee report, attached by reference, and which outlined the goals recommended by the Committee as follows:

1. Continue to operate through September 2009 with present administration through Allyn Associates, Bay Media, & 2K Webgroup; beginning October 1, 2009 contract with Allyn Associates on a month-to-month administrative contract until other suitable arrangements may be made.
2. Investigate and refine duties of whether an Executive Director or a Marketing Director would best be suited to further the mission of the FCTDC. Seek and employ a qualified applicant.
3. Investigate a location to establish an administration office. Suggestions are several Eastpoint areas, Carrabelle City Offices, or County offices in Apalach if available.
4. Investigate funding options for a fourth Visitors Center in Eastpoint on US Highway 98. Consider dual use of center by including administration offices, and Executive Director or Marketing Director offices.

Discussion by the Board resulted in a motion to accept the recommendations of the committee.

Motion: Prickett, 2nd Cook, passed

Motion to extend existing contracts and continue as current operations into the new fiscal year on a month-to-month basis until further consideration of anticipated revenues can be assessed.

Motion: Hauser, 2nd Collins, passed

Continuing Business –

SGI Lighthouse – Collins indicated the SGI Lighthouse had reported an average of 100 people per day and over 6000 people have climbed the Lighthouse since it opened. SGI Lighthouse offers engraved paver bricks @ \$50 each to provide additional income. The construction of the lighthouse keeper's building will commence in August.

Taylor reported a very successful Plein Air event and advised that plans for next year's America's Great Paint Out are already in progress.

Taylor reported the Big Bend Scenic Byway will host a presentation at the Dixie Theatre next Wednesday, June 10. Open invitation was extended to the public. The new scenic maps will provide pull-off locations for points of interest.

Reports By Local Government Representatives

Franklin County – no report

City of Apalachicola – Cook distributed an updated report

City of Carrabelle – Brown had no report

New Business

Royce Rolstad from FCTV addressed the council to inform that FCTV has contracted with Fairpoint IP system to broadcast their station in the very near future.

Public Items to the Good of the Order (No action will be taken)

Prickett related to the council that a new emergency management advisory system for Franklin County will soon be in place. Named "NIXLE" – business and individuals would be able to sign up for email or text advisories during emergency management situations for hurricanes and other emergencies deemed by Franklin County.

Adjourn – Motion to adjourn @ 4:10 pm. Motion: Collins, 2nd Hauser. Passed