

**Franklin County Tourist Development Council
Marketing and Grants Committees
And Special Board Meeting
June 28, 2011
City of Apalachicola Community Center**

In attendance: FCTDC Chair Sanders, Allen, Collins, Cook, Friedman, Hosford, Parker, Prickett, Reese

Recording: Blair, Edwards

Guests: Tamara Allen, Carly Ambos, Cindy Clark, Caty Greene, Anita Grove, Sheila Hauser, Beverly Hewitt, Tami Hutchinson, Terry Kemp, Tana Kendrick, Larry Madden, Marie Marshall, Joan Matey, Linda Minichiello, Paulette Moss, Dixie Partington, Clarice Powell, Nancy Petrucka, Elaine Rosenthal, Charolette Schneider, Helen Spohrer, Joe Taylor, and Suzanne Zimmerman

1:30 P.M. Grants Committee – Grants Committee Chair Prickett called the meeting to order at 1:30 p.m.

Ranking of 2011 Grant requests –

Chair Prickett reviewed the list of 40 submitted grant applications. She stated that the applications requests total over \$143,000 and the FCTDC budget allocation is only \$72,000. Prickett stated that Helen Spohrer is willing to transfer 6 of the grant applications to the BP funding allocation and request approval from BP for these grants. Spohrer is optimistic that the 6 selected grants will qualify for BP funding because they are not fundraising activities and meet the calendar dates for BP funding.

Motion to shift the 8th Annual African-American History Festival, Lantern Fest, Apalachicola School of Art 2011-12 Workshop Series, Florida Panhandle Lighthouse Challenge, Apalachicola Second Saturdays, and the Franklin County Oyster Festival into the BP funding. These grant requests total \$28,000.

Motion: Parker, 2nd Cook, passed

Comments and suggestions from the Committee and the audience were addressed.

Prickett then requested the board's pleasure in dealing with the remaining grants which would now total about \$115,000.

Comments and suggestions from the Committee and the audience were addressed. Discussion ensued regarding the definition of "Off Season" dates and ranking criteria. Prickett expressed agreement that the grant format, policies, eligibility, requirements, and area representation should be discussed, refined, and changed before the next grant application release. Prickett discussed reducing the grant award amounts so everyone gets something and since BP funding is being used for massive advertising, the recipients would benefit from that advertising campaign. Parker suggested each grant application receive 62% of their requested amount and consolidate event promotions with the BP funded advertising. Spohrer agreed with this targeting process. Parker suggested funding all the events as this was a special year and it would benefit the county to promote all the events so it looks like there is always something to do and would establish the links for next year. Prickett suggested an option of ranking the grant applications, awarding until the money ran out and then give \$500 awards to the remaining applicants.

Due to the fact that all grant committee members had not completed scoring the applications, it was decided to delay action on this task until the July 12, 2011 meeting and a recommendation will be forwarded to the board at that time for action.

Motion for Grants Committee members to complete scoring process, reduce CQM King Busters grant request to \$2,000 and take grant award action at the July 12, 2011 meeting.

Motion: Friedman, 2nd, Parker, passed

Prickett exited the meeting for urgent business on SGI.

2:30 Special TDC Board Meeting – Chair Sanders called the Special Meeting to order at 2:45 pm.

Minutes of Previous Meeting – Motion to approve the minutes with one change – replace "Lighthouse brochures" to "St. George Island Lighthouse brochures."

Motion: Parker, 2nd, Reese, passed

Staff Reports – Blair did not submit a report. However, further discussion of a previous motion was required concerning the Softball Tournament in Carrabelle as the BOC requested this funding for the banquet and gift bag items and brochures.

Motion to amend previous motion of \$6,000 for expenditures, increase the expenditure up to \$12,000 - \$3,500 paid from TDC miscellaneous promotional funds and \$8,500 paid from the BP funds:

Motion: Collins, 2nd Hosford, passed

Marketing Committee

- **BP Marketing Plan Implementation Update** – Marketing Agent of Record, Helen Spohrer reviewed the current updated tourism information with the board and indicated everything for Media Buy 1 would be up and running by mid-July.

Spohrer indicated the Media Buy 2 was in process and would be forwarded to Curt Blair for handling with BP to request approval. Spohrer discussed the following new developmental options.

Monthly Promotions - \$28,000 of this funding will go toward the 6 grant applications as stated during the grant committee meeting. See motion approval above.

In addition she offered an option to fund coalitions in Carrabelle/Lanark/Alligator Point, SGI/Eastpoint, and Apalachicola in the amount of \$27,500 each to develop an 8 month proposal to promote their individual areas. FCTV would work with these coalitions to develop their general message and activities, consistency of message, and adhere to BP grant requirements, beginning in September.

Motion to approve \$27,500 (total \$82,500) BP Monthly Promotion category funding for each regional coalition to promote the individual area:

Motion: Reese, 2nd Cook, passed

Press Tours – Geiger will be doing the August and October press tours;
Option is to hire Geiger for two more press tours;

Second option is to offer \$25,000 to each Visitors Center to develop 10 different media contacts to bring people to Franklin County to target the individual areas' amenities. Each Visitors Center (or their agent) would be responsible for accompanying the media person and all costs associated with the media visits.

Motion to allocate \$25,000 BP funding to each of the three TDC Visitor Centers to develop 10 media contacts to target the three different areas:

Motion: Parker, 2nd, Collins, passed

General Update –

TDC Promotions – contests, culinary trade show display booth, advertising items in process/development

Grants Committee

TDC Small Grant Request Recommendations if received from Committee – Marketing Agent of Record, Helen Spohrer offered to move the following 2011-12 grant applications into the BP financial program. It is anticipated BP will approve these events for funding: African-American History Fest (\$5,000), Lantern Fest (\$4,000), City of Apalachicola School of Art Workshop Series (\$5,000), Florida Panhandle Lighthouse Challenge (\$4,000), Apalachicola Second Saturdays \$5,000), and Franklin County Oyster Festival (\$5,000). These events will require amending their event dates to occur prior to April 30, 2012 but Ms. Spohrer believes these events may qualify for BP funding through the Co-Op Activities already sanctioned by BP. She will submit the request to BP next week for Media Buy 2 approval and include these grants. This would free up \$28,000 of the FCTDC 2011-12 grant applications requests. Applicable grant applicants agreed to amend their event dates to qualify for BP funding.

Items for Good of the Order:

Big Bend Scenic Byway Publication – Dixie Partington was present to remind the FCTDC that Big Bend Scenic Byway is a nationally designated highway and that a brochure is in production.

Meeting adjourned at 4:00 pm.