

**Franklin County Tourist Development Council Board Meeting**  
**Carrabelle City Hall Offices**  
**June 14, 2011**  
**MINUTES**

**In attendance:** Chair Sanders, Allen, Collins, Cook, Friedman, Hosford, Parker, Reese; absent Prickett

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Charolette Bacher, Cindy Clark, Lesley Cox, Susan Ficklen, Anita Grove, Sheila Hauser, Mike Horvath, Tana Kendrick, Nikki Millender, Linda Minichiello, Paulette Moss, Dixie Partington, Clarice Powell, Nancy Petrucka, Royce Rolstad, Elaine Rosenthal, Charlotte Schneider, Janet Fabre Smith, Helen Spohrer, Joe Taylor, and Suzanne Zimmerman

**Call to Order** – Chair Sanders called the meeting to order at 3:00 p.m.

**Introductions** – Chair Sanders recognized the audience and welcomed new FCTDC Board member Chester Reese who was appointed to the Board by FCBOCC on June 7, 2011

**Amendments to Agenda** – Chair Sanders requested amendments to the agenda. None were requested.

**Minutes** of May 10, 2011 Council Meeting – Chair Sanders requested if there were any changed to the Minutes. Consensus of the board to concur and include additional text of Friedman statements under Gulf Coast Bank Building, and the motion revisions as recorded under the “Request for funding by the Apalachicola Chamber”  
Motion: Reese, 2<sup>nd</sup> Hosford, passed

**Administrative Report** – Collections - Blair reviewed the collections report with the board and stated a revenue increase of nearly \$9000 was generated in March.

BP Grant Update – Blair stated the Media Buy plan for June/July had not received approval from BP

Bi-annual plan(TDC Plan) – Blair requested that each board member review their copy of the TDC Plan 2009-2011 for any suggestions or revisions. This document will be addressed in a future committee meeting.

Board appointment – Blair welcomed Chester Reese to the Board as Carrabelle Chamber designee. Mr. Reese takes the position formerly held by Sheila Hauser.

### **Committee Reports**

#### Marketing:

Marketing Committee Report

Ad Agency Report – Helen Spohrer made a presentation to the Board explaining updates as follows:

1. Theme – “We’re Salty” – Ms. Spohrer presented the board with the colorful logo as developed by her agency.
2. Media Buys – Ms. Spohrer reviewed the media buy schedule which had been approved by the FCBOCC on June 7, but BP approval has not been received at this time.

Motion to accept media buy schedule for June/July contingent upon BP approval:

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

**NOTE:** Blair received notice of BP approval for the Media Buy for June-July via telephone on June 14<sup>th</sup> a few minutes after the above motion was made.

Hosford suggested media buys should include Central Florida as Franklin County is the nearest beach to that area.

Collins and Friedman suggested that “Recreational Sport Fishing” addressed within the media buys should include all manners of fishing - beach fishing, pier fishing, onshore fishing, inshore fishing, and offshore fishing.

3. Top 10 American Beach logo – Ms. Spohrer presented the news that SGI State Park had been designated by “Dr. Beach” as one of the “Top 10 American Beaches”. Her marketing agency has developed a logo (a multi-colored beach ball surrounded by “A TOP TEN AMERICAN BEACH” to incorporate into all Franklin County advertising. Motion to accept the “Top 10 Beach Logo” and to be offered for use by all businesses:

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

4. Top 10 Franklin County beaches contest – Ms. Spohrer discussed the idea that since Franklin County certainly had more than one beautiful beach, that the board approve a “Favorite Beach” contest to be placed online at the TDC website with the addition of visuals and videos of all beautiful beaches within the county. Online viewers would be able to vote on their favorite Franklin County beach. Suggestions by Chair Sanders and Cook, resulted in a Board consensus to proceed with development of the online “Favorite Franklin County Beach” contest.

5. Geiger press tours – August and October – Ms. Spohrer reviewed the dates requested and themes for the August 2011 and October 2011 special press tours:

Motion to approve the August 24-29 Press Tour to focus on Franklin County Seafood, and the October 12-16 Press Tour to focus on Chefs and Local Culinary Tastes:

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

Reese suggested development of a research bank of local experts to expand “who we are” for the purpose of transmitting information to visiting journalists.

6. Promotional items – Ms. Spohrer reviewed ideas for promotional items for the upcoming Florida Girls State Softball Tournament for July. She suggested visors and towels with TDC logos. Nikki Millender from FC Parks and Recreation gave a presentation of this event, stating the FCBOCC’s directive on June 7 for the TDC to pay ½ the costs for a banquet. Ms. Millender requested funding for costs associated with this tournament including brochures.

Motion to approve a maximum of \$6,000 for marketing and promotional costs for the State Girls Softball Tournament:

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

#### Grants:

2011-12 Small Grants Application Progress Report – A report indicating the names, sponsors, events/dates and amount of grant request was distributed to the board for review. This matter will be discussed at the June 28<sup>th</sup> special meeting.

#### Administration

Procedures – Collins conveyed to the Board that the administrative committee had agreed on the changes per the most recent TDC Procedures document emailed to the Board. Since some matters have not been resolved, no motion was made to accept the changes. Collins called for a special Administrative Committee meeting to be held on Thursday, June 30 at 4 pm at the Collins Realty office on SGI.

#### **Continuing Business**

Gulf State Bank Building – Collins stated that although a decision is not timely, and that the FCBOCC is opposed to purchasing this building, she would like to go on record that she thinks it would have been a good idea. No action was taken.

#### **Reports by Local Government Representatives**

Franklin County: - Chair Sanders reported on the following:

Sport Illustrated Photo Shoot – Pinki Jackel (FCBOCC) motioned that \$30,000 of TDC funding be used if the Apalachicola Bay Chamber receives this SI Photo Shoot.

Armory – That the FCBOCC succeeded in having the state approve the designation for Coombs Armory as the Franklin County Convention Center. Required improvements for roof, A/C, sound quality enhancements, and the kitchen refurbishing will total up to \$600,000.

Lombardi - FCBOCC is estimating \$30,000 to finish the Seafood Landing Park for a museum

Girls Softball Tournament – addressed previously under Marketing

City of Apalachicola: Cook distributed an update of current activities for the City’s special projects which are funded by the FCTDC.

City of Carrabelle: Allen indicated that the Carrabelle Gateway signs have been approved by all legal parties and will be erected soon.

### **New Business**

St. George Visitor Center Brochure Request \$5,000 – Elaine Rosenthal requested funding to generate additional SGI Lighthouse brochures as their supply is nearly exhausted. Discussion ensued as to whether this cost could be included in BP funding. This item will be addressed on June 28.

Motion to approve up to \$5,000 TDC funding for all three visitor centers for printing costs:

Motion: Collins, 2<sup>nd</sup> by Hosford. Motion rescinded.

Motion to approve \$1,000 for SGI Lighthouse Museum for emergency printing costs:

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

Collins requested that the June 28 Committee Meeting be changed to a Special Board Meeting beginning at 1:30 PM at the City of Apalachicola Community Room.

Discussion will include BP funding for Monthly Promotions category for events (including the FC Oyster Fest and others), and to address recreating a media kit featuring county-wide brochures and Visitor Center brochures to be consistent with the FCTDC media program.

It was suggested that Van Johnson of FC Parks and Recreation be invited to the next meeting to discuss the softball tournament costs.

**NOTE:** at 5:00 p.m. Blair noticed the board that a motion was required to extend the meeting past 5:00 pm.

Motion to extend meeting to 5:15 pm:

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

St. George Island Oyster Fest - tabled to the June 28<sup>th</sup> Special Meeting

**Public Items for the Good of the Order** – Tamara Allen conveyed that there are many online matching grant applications available for organizations wishing to participate. She has the information and may be contacted.

**Adjourn** – Chair Sanders adjourned the meeting at 5:10 p.m.