

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, June 8, 2016, 2 P.M.**

MINUTES

In Attendance: Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Diana Prickett, Janalyn Dowden, Rex Pennycuff

Absent: Commissioner Cheryl Sanders, Chester Reese, Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Tana Kendrick, Lisa Munson, Pam Portwood, Nancy Hodgson, Bo May, Fran Edwards, Jim Bachrach, Augusta West, Bert Blodt, Tim Sullivan

Vice Chair, Diana Prickett called the meeting to order at 2:00 p.m.

There was prayer and Pledge of Allegiance.

Introductions: None.

Amendment to the Agenda: None.

Ms. Prickett asked for approval of the minutes.

Motion to approve the May 11, 2016 Board Meeting minutes.

Motion: LaPaz. Second: Cook. Passed.

Administrative Reports: Curt Blair presented the Collections Report for FY 2015-16 through March and the FY 2015-16 Expense to Budget Report through May 31, 2016.

Bay Media's Report was included in the handouts.

Tana Kendrick, 2kWebgroup presented the monthly webstats report.

Jean Lane, EPVC reported on the number of visitors to the four area visitor centers for May 2016.

Mr. Blair presented a list of Travel Writers from Visit Tallahassee. Mr. Blair asked approval for meals for the Travel Writers Visit, June 2.

Motion to approve Visit Tallahassee, June 2nd Travel Writers expenses for meals as presented.

Motion: Cook. Second: Pennycuff. Passed.

Mr. Blair presented Invoice #9 and #10 for Berkshire Johnstone.

Motion to approve \$99,999.26 and \$78,458.20 from Armory budget as requested by the Clerk's office.

Motion: Cook. Second: LaPaz. Passed.

Mr. Blair gave an update on AirBnb and VRBO regarding the tax collection process from these online sources.

Mr. Blair announced he was appointed to the Visit Florida Industry Relations Committee.

Mr. Blair presented the 2015-16 Contracts and asked the board to approve renewing the contracts for 2016-17.

Motion to approve the vendor extension contracts for 2016-17.

Motion: Pennycuff. Second: LaPaz. Passed.

Motion to approve addendum to 2KWeb for social media.

Motion: Pennycuff. Second: Cook. Passed.

Motion to approve the Visitor Center Contracts with one minor change as presented.

Motion: Hewitt. Second: Dowden. Passed.

Motion to approve the seven \$20,000 Sustaining Grant contracts.

Motion: LaPaz. Second: Cook. Passed.

Ms. LaPaz asked administration to ensure the FCTDC logo and hyperlink is being utilized by all grant recipients.

Motion to approve the \$2,000 NP Event Promotions Grants.

Motion: LaPaz. Second: Cook. Passed.

Committee Reports: none.

Continuing Business: Mr. Pennycuff announced the 2016-17 Hospitality Scholarship Recipient who is attending the Culinary Institute of America in New York to become a pastry chef.

Motion to approve Kendrick Hunter as the 2016-17 Scholarship Recipient.

Motion: Pennycuff. Second: LaPaz. Passed.

Mayor LaPaz presented a proposal for a Carrabelle Airport Fly In event in conjunction with Camp Gordon Johnston Days. The event was supported by guests Tim Sullivan and Bert Boldt for the Carrabelle Airport.

Motion to approve \$10,000 from the Promotions Budget to hire 78 Degrees Media to conduct a fly in event at the Carrabelle Airport.

Motion: LaPaz. Second: Hewitt. Passed.

Ms. LaPaz asked for approval to allocate another \$10,000 from the promotions budget for a future Fly-In event at the Apalachicola Municipal Airport.

Motion: La Paz. Second: Hewitt. Passed.

Pam Portwood asked the board to determine the exact placement of the BBSB kiosk that will be located at the EPVC. The board approved the kiosk to be placed on the west side of the EPVC between the front sidewalk and the side door sidewalk entrance.

Motion to approve the placement of the BBSB kiosk at EPVC.

Motion: Hewitt. Second: Cook. Passed.

Mayor LaPaz suggested the board consider some type of master plan for future placement of kiosks, gardens, displays, etc. that may be requested to be placed at the EPVC.

Reports by Local Governments:

Franklin County: absent.

City of Apalachicola: No Report.

City of Carrabelle: No Report.

New Business: Jim Bachrach presented a sample of the Historic Apalachicola Mainstreet's new information kiosks to be placed around the historic area. Augusta West presented a prototype of the Meeting Facilities brochure she created and asked the board for \$500 towards the cost of production in exchange for having full use of the brochure template to create a Franklin County Meetings Facilities brochure if so desired.

Ms. Prickett asked for a motion to table Mainstreet's request for further discussion at the next meeting.

Motion: LaPaz. Second: Hewitt. Passed.

Fran Edwards presented an update on Ilse Newell and clarified the Ilse Newell Fund and Rio Carrabelle are two separate non profits. Ms. Edwards thanked the board for funds supporting Ilse Newell Series this past year. On behalf of Bo Mays of Rio Carrabelle, Ms. Edwards presented a series of events at this venue and asked the board to approve the Rio Carrabelle Organization as a recipient for the 2016-17 \$2000 NP Events Promotions grant.

It was suggested to wait until Mr. Mays can be present to answer any questions the board may have before they make a decision.

Public Comment: Ms. Munson, Carrabelle Chamber presented an article featuring Franklin County from a Montreal Newspaper.

Meeting Announcements:

Ms. Prickett asked for approval to cancel the June 22 Committees Meeting.

Motion: Dowden. Second: LaPaz. Passed.

FCTDC Board Meeting, Wednesday, July 13, 2016, 2 P.M. at the EPVC

FCTDC Committees Meeting, Wednesday, July 27, 2016 at the EPVC

Adjourned 4:25 p.m.