

Franklin County Tourist Development Council
Franklin County Courthouse
March 2, 2010
Beginning @ 3:00 p.m.

MINUTES

In attendance: Chair Spohrer, Allen, Ash, Hauser, Parker, Prickett, Taylor;
Recording: Blair

Call To Order – Chair Spohrer called the meeting to order at 3:05 pm.

Introductions – Guests were recognized by Chair Spohrer

Amendments to Agenda – no changes

Minutes of February 2, 2010 Council Meeting –

Motion to approve with no changes

Motion: Taylor, 2nd Prickett. Passed

Staff Reports – Mr. Blair reported that Fran Edwards had been sick and would be unavailable for the day’s meeting. Members expressed their concern and wishes for a quick recovery.

Collections: The collections report for the year 2009 were distributed and discussed. Total revenues for 2009 were reported to be down approximately 3% from 2008.

TDC Plan: The TDC Plan that had been presented and approved by the County Commission in their morning session was presented for final approval by the TDC

Motion: To approve the 2010-11 TDC Plan.

Motion: Hauser. Second: Prickett. Passed.

Local Government Allocations: Staff reported that there was \$150,000 in the current budget to distribute to local government projects and that the Board should finalize their allocations at this meeting.

Motion: To allocate \$50,000 to each of the local governments and for staff to request their project lists.

Motion: Taylor. Second: Hauser. Passed

Panama City Airport Murals: Staff reported that they had been working with the interior decorators at the new airport to provide pictures for murals that would depict the unique nature of the local area. Assistance was acknowledged from local Chamber members.

Committee Reports:

Marketing:

Budget: Chairman Spohrer reported that the TDC budget proposal for 2011 needed to be to the County by May 1. She asked that a draft be made available to TDC Board members at their April meeting.

Seafood Marketing Plan. Because of Ms. Edwards illness the Marketing Plan was not ready for distribution.

Geiger Tour April 28-May2: Staff reminded members to provide Geiger with information to update the materials provided writers.

Airport Marketing: Chairman Spohrer and Sheila Hauser reported on the advertising at the airports. Ms. Spohrer reported on the action of the Franklin County Commission in their morning session regarding the contract for advertising in the new Panama City airport.

Motion: To approve a ten year advertising contract for signage in the baggage claim area at the new airport and brochure distribution at the rate of \$580 a month subject to contract approval by the County Attorney.

Motion: Parker. Second: Allen. Passed.

Visitor Center Surveys: Chairman Spohrer also reported on a request by the Franklin County Commission that Visitor Centers participate in the surveying of visitors to the county to help determine the effectiveness of marketing efforts.

Motion: To work on an incentive program with Visitor Centers to encourage visitors to complete survey questionnaires.

Motion: Parker. Second: Prickett. Passed.

Grants Committee:

2010-2011 Small Grant Application Review: Joe Taylor distributed information on two items for consideration by the Board.

Grant Application/Approval Schedule Timeline: Mr. Taylor discussed with the board changes in the Timeline in order to facilitate earlier review of small grants.

Motion: To approve the revised timeline and schedule as attached to the minutes.

Motion: Parker. Second: Prickett. Passed

Survey Questionnaire: Mr. Taylor provided Board members with the results of the questionnaire completed by grant recipients on suggested changes to the program.

Internet Based Application: Members discussed having the entire application process web-based to increase the availability of information and reduce the costs of reproduction.

Motion: To work with 2KWebgroup to institute an online application process.

Motion: Parker. Second: Prickett. Passed.

Continuing Business:

None

Reports By Local Government Representatives:

Franklin County: No report

City of Apalachicola: Commissioner Ash gave a verbal report on the progress of the City of Apalachicola on TDC projects.

City of Carrabelle: Commissioner Allen provided a verbal report on Carrabelle activities.

New Business

\$500 Request: Oyster/Clam School. Bill Mahan appeared before the TDC to request funds to assist in the annual Oyster and Clam School conducted by the U of F IFAS program through his office. It was agreed to provide 40 tourist bags for the meeting.

Motion: To approve the request for \$500 to be paid for from the Seafood Marketing funds.

Motion: Hauser, Second: Taylor. Passed.

Public Items to the Good of the Order

Published Meeting Dates: The members discussed revising the schedule for Committee meetings to reflect that the Grants Committee would be meeting beginning at 1:00 P.M. and the Marketing Committee would be meeting at 2:30 P.M. on the second Tuesday of each month beginning in March. Staff was requested to make the proper arrangements for the change in notice. March's meeting will be held in the Grand Jury Room at the Franklin County Courthouse.

Motion: To rearrange the Committee meeting Times as reflected.

Motion: Ash. Second: Taylor. Passed.

April Board Meeting: The next meeting of the TDC will be held as scheduled on April 6 at 3:00 P.M. in Franklin County Courthouse.

Adjourn – Meeting was adjourned at 4:30 p.m.