

Franklin County Tourist Development Council
Minutes
March 3, 2009
Franklin County Courthouse Annex
3:00 P.M.

Present: Brown, Collins, Cook, Hauser, Parker, Prickett, Sanders, Spohrer (Chair), Taylor
Recording: Edwards
Guests: Cindy Clark, Suzanne Zimmerman, Royce Rolstad, Elaine Rosenthal, Marie
Marshall, Candy Varnes

- I. **Call To Order** – Meeting was called to order at 3:00 pm. by Chair Spohrer.
- II. **Introductions**
- III. **Amendments to Agenda** – no amendments were required
- IV. **Minutes of February 3, 2009 Council Meeting-**
Motion to accept the minutes as written.
Motion Collins, Sanders 2nd, passed
- V. **Staff Reports**
 - A. Collections – Staff provided a year-to-date and fiscal year collections report which are attached by reference to these minutes.
 - B. Administrative Report – Staff provided a written administrative report which is attached by reference to these minutes.
 - C. Web Hits Report – emailed in advance to council by 2kWebgroup
 - D. Contract Approvals – Staff provided a recap of Contracts in place for 2008-09 with the TDC for review. Motion to revise TDC policy for all contracts as follows: Contracts will be one year only; expiring contracts will be reviewed in a timely manner; expiring contracts will require RFP public notice publication; all TDC approved contracts will be presented to the FCBOC for approval.
Motion: Collins, Cook 2nd, passed
 - E. Visit Florida Ad Invoices – Motion: Staff is to follow up and attempt collection of outstanding balances. In the future, no ads will be placed with Visit Florida unless paid in advance.
Motion: Collins, Sanders 2nd, passed
 - F. The Beach Founders Meeting – Staff provided a draft itinerary for the Beach meeting on March 20, 2009 at the Water Street Hotel. Prickett reported the progress of the power point presentation, indicating that some photographs are still needed. Her staff will email the text to Spohrer for review. Taylor will

- G. provide boxes of TDC brochures for distribution. 35 tote bags will be distributed to the attendance and will contain Franklin County brochures from throughout the county tourist sites. Invitations are extended to the TDC Council, TDC Grant recipients, FCBOC, City of Apalachicola Commission, and the City of Carrabelle Commission. \$500 has been allocated for tote bags and reception expenses.
- H. Small Grant Liability Insurance Limits – Staff provided a list of grant recipients indicating the amount of insurance liability in place for events. It was reported that County Attorney has not completed his review of the data nor made a determination of a minimum liability required. Staff to request legal opinion on required liability, if any, for \$500 special grant requests. Brown reported of a conflict in the statutes and county attorney should rule.
- I. Apalachicola Historical Society (Raney House) Substitution Grant Application – Staff explained that Raney House has agreed to sponsor the Trinity Historic House Tour. Motion to approve the previous grant award of \$2,000 with substitution.
Motion: Taylor, Cook 2nd, passed
- J. Franklin’s Promise Coalition Substitution Grant Request \$500 – Staff explained the previous \$500 approval was not a non-profit and necessitated the FCC (a non-profit) to sponsor the event to qualify. Motion to approve the previous grant award of \$500 with substitution.
Motion Taylor, Cook 2nd, passed
- K. Carrabelle Meetings – Motion to move future Carrabelle meetings to Carrabelle City Offices instead of the FC Library in Carrabelle.
Motion: Sanders, 2nd Cook, passed
- L. Administrative Transition – Staff provided a resignation letter from administrator Curt Blair, with intention to resign effective 3/31/09. Motion to accept resignation letter.
Motion: Sanders, 2nd Cook, passed.

Sanders indicated that as FC Commissioner, she could call an emergency meeting without required published two week public notice. Motion for Emergency Administrative Committee meeting has been set for Tuesday morning, March 10, 2009 at 9 a.m. at the Carrabelle Chamber. Committee will refine Executive Director requirements and job duties and submit proposal for the April TDC meeting, along with suggestions of a temporary solution to continue business affairs. PSA’s will be sent to Oyster Radio and FCTV.

Motion: Sanders, Hauser 2nd, passed

VI. Committee Reports

- A. Marketing Committee
 - 1. TDC Logos – Staff provided two suggested logos from Bay Media.
Motion to approve both forms.
Motion: Taylor, Cook 2nd, passed
 - 2. Oyster Radio – Motion: Staff to contact Oyster Radio for proposal offering \$250-300 price range for May, June, July 2009 coverage of radio spots advertising “Things to do in Franklin County” and the TDC website address. Oyster Radio will write dialog.
Motion: Collins, Cook 2nd, passed

3. Tote Bags – Bay Media provided “green recycled” tote bag sample – cost is \$.98 each. Turnaround for printed bags – 2 weeks. Motion: purchase 250 printed bags in either lime green with blue print, or royal blue with white print. Spohrer and Bay Media to make final decision on color.
Motion: Sanders, Hauser 2nd, passed

B. Grants Committee

1. Infrastructure Grant Cycle Letter – Motion to approve letter as written and staff directed to mail to Cities and County.
Motion: Collins, Cook 2nd, passed
2. 2009-10 Grant Cycle Dates Presentation – Staff provided a calendar specifying timeline for 2009-10 grants process and is attached to these minutes for reference. Motion to approve and add to website.
Motion: Cook, 2nd Collins, passed
3. Grant recipients website \$250/500 allowances – Taylor provided information as to expense and eligible grant recipients to qualify for the reimbursement. Motion to approve.
Motion: Cook, 2nd Parker, passed

- C. Administration Committee – Committee will conduct emergency meeting at Carrabelle Chamber on Tuesday, March 10, 2009 at 9 a.m.**

VII. Continuing Business

VIII. Reports By Local Government Representatives

- Franklin County – no report
- City of Apalachicola – Cook provided current report of TDC grant expenditures
- City of Carrabelle – no report

IX. New Business

Joe Taylor – Corridor Management Entity designee approval – Motion to approve Taylor as TDC representative to CME (Big Bend Scenic Hwy)
Motion: Parker, 2nd, Cook, passed

Special \$500 request – Historic Apalachicola Foundation – motion to approve request.

Motion: Cook, Taylor 2nd, passed

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

Spohrer advised council her real estate website now links to the TDC website. Collins reported that SGI Lighthouse had “made the Governor’s list.”

XI. Adjourn – Motion to adjourn at 4:45

Motion: Spohrer, 2nd,