

**Franklin County Tourist Development Council Board Meeting
Carrabelle City Offices
Wednesday, March 5, 2014, 3:00 P.M.**

approved MINUTES 4/2/14

In attendance: Chair Pinki Jackel, Walter Armistead, Frank Cook, Beverly Hewitt, Paul Parker, Rex Pennycuff, Chester Reese, and Charlotte Schneider; absent was Diana Prickett

Recording: Curt Blair, Fran Edwards

Guests: Cal Allen, Tamara Allen, David Butler, Cindy Clark, Skip Frink, Anita Grove, Katie Herzog, Tom Herzog, Terry Kemp, Tana Kendrick, Linda Minichiello, Royce Rolstad, Austin Smith, Suzanne Zimmerman.

Call to Order: Chair Jackel called the meeting to order at 3:00 p.m.

Introductions: No introductions were made.

Amendments to Agenda: Chair Jackel requested any amendments to the Agenda. None were noted.

Minutes of February 5, 2014 Council Meeting - Chair Jackel requested a motion to approve the Minutes:

Motion to approve the Minutes of February 5, 2014 as presented:
Motion Schneider, 2nd Reese, passed unanimously

Committee Report, February 19, 2014 - distributed to the board; no action is necessary

Administrative Reports: Curt Blair reviewed the following information with the board.

Collections - noted that the December collections report indicated an increase of over \$8,000 over the previous year. That the calendar 2013 year collections total was \$984,825.39, an increase of 2012 of \$58,009.28.

Financials - Blair confirmed that the board had received the 2012-13 FC Finance final fiscal year expense report via email.

Media - Bay Media's February Marketing report was distributed to the board.

Web Stats - 2kWebgroup's website statistics for February was distributed to the board

VC Stats - no report at this time

TDC Plan - Blair reported that he is in conversation with the County Attorney (Michael Shuler) regarding the content of the 2013-15 TDC Plan and will report back to the board at the next meeting.

Meeting Schedule: Blair addressed the request of several board members to have all TDC meetings located at the ANERR in Eastpoint. Blair suggested that the facility was unable to accommodate TDC due to the popularity of the center for other meeting requests, and that scheduling two meetings a month for TDC would conflict with some meetings that require booking an entire week. The current schedule will stand as posted, of each quarter the first month's meeting is Eastpoint, the second month is Apalachicola, and the third month is in Carrabelle.

Committee Reports:

Grants - Chair Diana Prickett was absent so there was no report

Marketing - Marketing Chair Chester Reese reported the Grant Marketing review and discussion and recommendations from the Committee Meeting on 2/19/14. Reese confirmed and quoted Diana Prickett's statement at the Committee Meeting that "the TDC's major advertising mission is to attract tourists to Franklin County and drive people to the TDC website; that the advertising for small grants is secondary." Reese stated that he is aware some will not always be happy with the grant marketing program, but it is the plan as approved, and will be reviewed before next year's calendar for the TDC grant season.

Royce Rolstad has a proposal for updated video he wishes to present to the Board - Royce Rolstad, FCTV owner, addressed the board and offered to update and reformat to digital the existing TDC videos presently being used. They will be updated with footage and in a digital format will be more useful for the TDC website and other marketing venues. Parker requested the updates for content be associated with what web hits current content receives and work from there, such as seafood, kayak, fishing, historical, places to visit, weddings.

Motion to authorize FCTV to update existing TDC event videos and develop 3-5 minute videos, in digital format, and to develop content in areas where web hits dictate interest such as seafood, kayak, fishing, historical, places to visit, and weddings.

Motion: Parker, 2nd, Schneider, passed unanimously

Continuing Business:

2013-2015 FCTDC Plan, FINAL DRAFT Blair - see Admin report

Big Bend Scenic By-ways Kiosks - Reese - BBSB TDC designee reviewed current developments of the placement of kiosks along the 319/98/65 corridor for Franklin County. David Butler contributed information to the conversation regarding the placement of these kiosks and the necessity to have someone from the county who can approve these placements in advance. Butler suggested that Alan Pierce could sign off, but that the City of Carrabelle and City of Apalachicola would need to approve the sites in advance and any tourist destination areas receiving a kiosk like the SGI Lighthouse would need to be involved. Chair Jackel requested the board to work with Debbie Belcher (in charge of the project with Leon County) - Walter Armistead on SGI area; Carrabelle/Reese, Schneider, Apalachicola/Betty Webb; Eastpoint/Rex Pennycuff.

Blueways Community Program - Katie Herzog from this organization presented the board with information about this program and to seek a request for the FCTDC to officially endorse Blueways Community Program for Franklin County. Further requests are the FCBOCC proclaim Franklin County as an official Blueways Community, that a MOU be generated regarding the Florida Paddling Trail, and that FCTDC join their association (but it is not required.) Signs that FC is participating will be posted/sign cost is \$150 but it may be donated by area businesses. Beverly Hewitt agreed to buy a sign for Franklin County. Ms. Herzog also requested content from the TDC to link the Blueways website with Franklin County Visitor Centers and other tourist destinations within Franklin County. 2Kwebgroup was requested they work with Blueways to forward FCTDC content to Ms. Herzog for use in this program.

Armory Renovations - Chair Jackel reviewed the actions of the FCBOCC on March 4, 2014 regarding the Coombs Convention Center. The 2.5 million anticipated was pulled from the mix, and EMO indicated that urgent problems with the building would run around \$700,000 for these repairs. The areas of urgent need are some extensive drainage problems under the building that must be fixed; HVAC system replaced; restrooms renovated or rebuilt; and termite damage. The FCBOCC authorized to spend the anticipated \$500,000 from 2013-14 budget and that 2014-15 budget will allocate another \$200,000 to finish the repairs.

Meeting Schedule

Edwards - see Admin report

New Business:

\$500 Grant Request - City of Carrabelle, Governor Stone arrival April 25/26, 2014:

Motion to approve \$500 to City of Carrabelle for Governor Stone costs:

Motion: Reese, 2nd, Cook, passed unanimously

\$500 Grant Request by Apalachicola Art Museum for Humanities Reception March 14-16, 2014:

Motion to approve \$500 to Historic Apalachicola Foundation Inc. for the Florida Humanities Council "Gathering" reception in Apalachicola:

Motion: Armistead, 2nd, Schneider, passed unanimously

Presentations to the Board:

Reports by Local Government Representatives:

Franklin County: See "Armory Renovations" report above by Chair Jackel

City of Apalachicola: No report

City of Carrabelle: No report

To the Good of the Order:

Rex Pennycuff addressed the Standing Committee Roster and requested a change to the "Small Lodging Provider" co-chair. Charlotte Schneider was assigned as co-chair, not Rex Pennycuff. Staff will amend Roster to reflect this change and redistribute.

Adjourn: Chair Jackel adjourned the meeting at 4:30 p.m.