

**Franklin County Tourist Development Council  
Board Meeting  
Carrabelle City Commission Chambers  
Wednesday, March 6, 2013  
3:00 P.M**

**MINUTES approved 4/6/13**

**In Attendance:** Chair Pinki Jackel, Cal Allen, Beverly Hewitt, Paul Parker, Rex Pennycuff, Diana Prickett, and Chester Reese; absent were Alice Collins and Frank Cook;

**Recording:** Curt Blair and Fran Edwards

**Guests:** Tamara Allen, Cindy Clark, Lesley Cox, George Floyd, Dale Flint, Vicki Frost, Anita Grove, Tana Kendrick, Royce Rolstad, Angela Troy, Larry Troy, and Suzanne Zimmerman;

**Call to Order** – Chair Jackel called the meeting to order at 3:00 p.m. She ascertained members were present to constitute a quorum.

**Introductions** – Chair Jackel requested introductions from the audience.

**Amendments to Agenda** – Chair Jackel requested any changes to the Agenda. None were voiced

**Minutes** of February 6, 2013 Council Meeting – Chair Jackel requested a motion to approve the Minutes:

Motion to approve February 8, 2013 Minutes as revised and presented:

Motion: Allen, 2<sup>nd</sup> Parker, Passed unanimously

**Administrative Report –**

Collections and Financial Reports – Blair reviewed the current collection report and indicated total receipts continue to escalate above 10% compared to last year.

Administrative Report of Activities – Blair distributed the current marketing report and website statistics. He advised that 2kwebgroup and Bay Media have been revising the TDC website home page to correlate images more like the Visitors Guide. Blair reported that the Tallahassee Airport is upgrading its promotions to include all surrounding counties as destinations. Airport representatives requested FCTDC furnish video clips of tourist-related videos for use in their new promotions. Staff is working on that video request. Blair reported that information was distributed the FCBOCC regarding an Attorney General's review of Okaloosa TDC policies as a result of the misuse of BP funds last year. Blair reported that he had requested the report from County Attorney Shuler. Blair spoke of an OEO meeting and workshop scheduled at the ANERR on Monday, March 11. Paul Parker will represent the TDC on a panel about economic development. Blair invited the Board to attend the afternoon Workshop. Blair reported to the Board the TDC policy regarding unsolicited marketing proposals. He reminded the Board that the staff would respond to requests to appear before the TDC by telling vendors that information would be emailed to the TDC Board and the item would be added to the agenda only if a board member so requested.

Tourism Day – Blair invited the Board to attend the FRLA sponsored Tourism Day in Tallahassee. The TDC will be sponsoring a booth at the Street Fair on Adams Street from 5-7P.M. on Wednesday March 13 as part of an extension of Visit Florida grants. Plans for the FCTDC booth will include tables and a tent to display TDC logo, exhibit displays and materials. We are planning to bring oysters and serve non-alcoholic "oyster shooters" during the event – both at the table and (if allowable) by a roving ambassador dressed in an adorable oyster costume! We have contacted several dignitaries and hope to host an oyster shucking contest onsite at our table. Blair requested a motion for \$500 to pay for incurred expenses for this event.

Motion to approve up to \$500 for Tourism Day expenses:

Motion Parker, 2<sup>nd</sup>, Allen, passed unanimously

Visit Florida Grants – the 2013-14 grant application as approved in February for historical videos has been submitted to Visit Florida. Work will begin in June. The 2012-13 Visit Florida grant for historical images will be finished in May.

2013-14 Budget Preparation – Blair reminded the Board that The Clerk of Court will be requesting the new fiscal year TDC budget in May. Staff will prepare a draft and present it to the April Board Meeting for review and action.

BP Grant Application – Blair distributed and reviewed the draft BP application for \$500,000 that staff has been working on and which must be submitted by March 29th. The application presents a three year strategy to market key elements of beaches, history and outdoor recreation. Jackel suggested it incorporate seafood marketing and expand outdoor recreation to include fishing, boating and kayaking. Blair indicated it would strengthen the application to involve area partners. Anita Grove from the Apalachicola Chamber requested her organization be included as a partner. (After the meeting, Suzanne Zimmerman from the Carrabelle Chamber also requested they be included as a partner). Blair requested the board approve the concept of the application so staff could complete. Blair agreed to email the final draft to the Board before submittal.

Motion to incorporate changes as discussed and approve the application's concept for staff to proceed:

Motion: Reese, 2<sup>nd</sup>, Prickett, passed unanimously

## **Committee Reports**

### Administrative Committee:

Minutes – Blair reviewed the Administrative Committee report which contained the recommend changes requested by the Committee for the TDC Policies and Procedures Document:

Recommendations: IV. Membership Requirements– discussion ensued as to what constituted “full time” and “permanent”

Reese motioned to delete “full-time” but the motion died for lack of a 2<sup>nd</sup>.

Parker motioned to add “and” so as to read “full time and permanent”. 2<sup>nd</sup> by Prickett; Motion passed with majority; Reese Nay

IV. Membership – Chamber representative amended to both the Apalachicola Chamber and the Carrabelle Chamber to add “the representative must be engaged in a tourist-related industry but may not be a lodging provider. “

Motion: Allen, 2<sup>nd</sup> Prickett, passed unanimously

Recommendations: VII.A. Schedule – Recommendation to delete second Tuesday and substitute “first Wednesday”; to delete “fourth Tuesday” and substitute “third Wednesday”.

Motion to accept changes as stated herein:

Motion Hewitt, 2<sup>nd</sup> Parker, passed unanimously

Recommendations: VII.E. Agendas –Recommendation to amend as follows: “Meeting Agenda: Staff shall prepare meeting agendas in concert with the Chairperson. Agendas will be prepared and distributed five days prior to a regularly scheduled FCTDC meeting or by Thursday at 5:00 p.m. Members may add such items as they deem appropriate to the agenda up to two days prior to the meeting but no later than Monday by 5:00 p.m. Agenda and board packets will be distributed to the Board on Thursday prior to a regularly scheduled meeting. After the packet has been made available, additional add-on agenda items may be approved by a majority of the members at the beginning of the regularly scheduled meeting. Agendas for special and

emergency meetings will be established in the call, either by the Chairperson or such members who call for the Special Meeting.”

Motion to accept changes as stated herein:

Motion Parker, 2<sup>nd</sup> Hewitt, passed unanimously

Increase in TDC Tax – Due to illness, Alice Collins was not in attendance to review the administrative committee’s recommendation for a 2% bed tax increase. Blair indicated he believes the Florida Statutes allow the FCBOCC through ordinance to increase another 2% bed tax for Franklin County without a referendum. Chair Jackel was in agreement with this suggestion but needs public support to present it to the BOC. She asked the lodging provider members of the board if they are in agreement – Parker, Prickett, (Collins in absentia) concurred agreement; Hewitt and Reese, Allen and Pennycuff agree. Chair Jackel established a possible effective target of June for the increase and requested Blair/staff to (1) verify procedure with Shuler for this matter (2) establish a public hearing timetable (3) include what the additional \$ will be used for (4) compose a news article for publication regarding the additional tax (5) use a TDC email lodging provider database to publicize the intention of the 2% increase and present the text to Board members at the next committee meeting on March 20<sup>th</sup>.

#### Marketing:

2013-14 Marketing Budget discussion set as agenda item for Committee Meeting in April

#### Grants:

2013 Small Grants Process – Prickett requested the Board’s preference to previous discussions regarding direction for the future grant process – should the grants remain as last year and funds given out to individual organizations, or was the Board in agreement to go forward with the process of no grant awards, but using all grant funds to publicize all events through proven successful channels of promotion. Board was in agreement of using funds through proven successful channels of promotion.

Motion to discuss 2013-14 grant application and promotional process at March 20<sup>th</sup> Committee Meeting.

Motion: Hewitt, 2<sup>nd</sup>, Allen, passed unanimously

#### **Continuing Business:**

Report on TDC Restore Act Workshop – Chair Jackel reported on the workshop activities of February 20<sup>th</sup>. She confirmed that many great ideas were presented. All met the criteria of economic sustainability and promoting tourism. Lesley Cox indicated she could not attend the Feb 20 meeting but had a project. She was advised to submit a summary project for review. Chair Jackel indicated that no RESTORE meetings have been scheduled at this time, but the TDC should plan to go ahead to establish priority of criteria, the pieces and parts as they relate to the FCTDC priorities and then present a summary submission to the RESTORE Council. Paul Parker is the TDC representative to the Restore Council; Chester Reese is the alternate. Parker verified with Reese he could attend in case Parker could not. Reese confirmed. Chair Jackel inquired as to the direction for the board to take. Parker suggested waiting for the RESTORE Council to act. Reese suggested we discuss at the meeting on April 3 and perhaps there would be more information available. Chair Jackel requested that RESTORE ACT continuing discussion be placed on the agenda for April 3.

Highway Patrol Bldg Update – Chair Jackel informed the board that Michael Shuler indicated the FC School Board had leased this building in 2007 for 5 years, but it is unknown at this time if they renewed their lease in 2012. Jackel has directed Shuler to investigate the status of the lease for this building regarding use as the TDC All County Visitors Center.

The time being past 5:00, a motion was requested to continue the meeting after 5:00 pm.

Motion to continue meeting past 5:00 p.m.

Motion: Reese, 2<sup>nd</sup> Allen, passed unanimously

**Reports by Local Government Representatives:**

Franklin County: None

City of Apalachicola: None

City of Carrabelle: None

**New Business: None**

**Public Items for the Good of the Order:**

Confirmed Wednesday March 20, 2013 1:30 P.M. Committees, City of Apalachicola Meeting Room;

Confirmed Wednesday April 3, 2013 3:00 P.M. TDC Board, Franklin County Courthouse Annex;

Chair Jackel asked the audience for input. Mary Frost from St. George Island approached the podium with a complaint regarding the SGI Visitors Center operated by the Apalachicola Maritime Museum. She indicated SGI businesses were not receiving referrals from the center, but rather inquirers were being directed to Apalachicola. George Floyd of the Apalachicola Maritime Museum denied this accusation. Board discussion resulted that per the TDC contract, the Apalachicola Maritime Museum is offering the standard Visitors Guide and Map as directed. Further discussion seemed to indicate the real problem was the lack of adequate procedures regarding the distribution of materials at the VCs and possibly the sign at the Visitors Center. Chair Jackel requested that Reese and Pennycuff, with the assistance of staff, organize and coordinate a noticed public meeting to invite area businesses to a discussion as to how the TDC should handle the distribution of materials at Visitor Centers.

**Adjourn:** Chair Jackel adjourned the meeting at 5:50 p.m.