Franklin County Tourist Development Council
Franklin County Courthouse
MINUTES, March 4, 2008 - 3:00 p.m.

Present: Paul Parker, Alice Collins, Frank Cook, Russell Crofton, Shelia Hauser, Diana Prickett, Helen Spohrer, Joe Taylor
Recording: Curt Blair, Fran Edwards, Destinee Welch
Guests Attending: Cindy Clark, Kathy Felden, Wanda Heath, Beverly Hewitt, Elaine Rosenthal

I. **Call to Order** – Chairman Paul Parker called the meeting to order at 3:05 PM.

II. **Amendments to the Agenda** – No amendments to the Agenda

III. **Minutes of Previous Meeting -**
Motion to accept the minutes: Taylor, Second: Cook, Passed unanimously

IV. **Geiger Report** – Members discussed the upcoming FAM tour which was commencing on March 5. Members were reminded about the two events including TDC members and asked to confirm their attendance:

a. Welcome Reception: Water Street Hotel 6:00 March 5
b. Tour End Dinner sponsored by Resort Vacation Properties and Collins Rentals.

Members also discussed requests that had been made by area restaurants to help with the costs of serving the writers. Some restaurants indicated that the final plans for meal arrangements were not clear to the restaurants and that the communication left a lot of questions. The members decided to include these concerns in a wrap up session with the Geiger staff.

V. **Staff Report –**

Collections - Staff distributed the collections report showing $22,986.95 in collections for the month of December 2007. This resulted in an overall increase in collections for the year 2007 of 11.27%. Ms Spohrer asked that Cindy Clark prepare a press release on the collections for the year.

Interest Collections: Staff reported that they had been notified by the County Clerk's office that the County was going to leave the interest collections on TDC funds with the TDC account and draw down the funds under the normal TDC allocation process.

2008-2009 Budget: Staff informed the Board that in April they would begin the process of preparing the annual budget presentation to the County. That this year there would be changes in the budget reflecting interest income and the use of reserves.

Web Site: Staff distributed a new mock up of the web site home page and provided members with a test site address to look at the progress of the web site. They still anticipated that the site would go on line in the next few days.

Photo Requests: Staff also explained to the members the process for collecting photos from professional photographers and expressed their hope that there would be a collection of photos to be reviewed at the Marketing Committee later in the month.

VI. **Committee Reports**

Marketing –

The Board acknowledged that they had reviewed the FCTV video and that a number of changes were incorporated into the final version which was currently playing on Channel 3.

The Board also discussed a revision to the TDC logo to include mention of the Tourist Development Council. Action was deferred until the Marketing Committee could discuss the matter further.

Grants Committee –

Joe Taylor presented a proposed budget for the Grants Committee marketing to include $6,000 for billboards, 11,000 for regional marketing and $5,000 for weekly local newspapers. After lengthy discussion, the Board asked that more work be done on the billboard proposal before action would be taken.

Motion: To approve $11,000 for regional marketing and $5,000 for local newspapers. Motion: Cook, Second Spohrer, Passed unanimously

VII. Continuing Business

Work Force Development Sheila Hauser reported on the success of the Service Provider Training workshops. A total of 38 people participated in the two programs. She also reported that sufficient interest had been expressed to hold a third session on St. George Island for Volunteers. Since the Workforce Board had paid for the two earlier sessions, there were funds left to re-allocate to the St. George Island session.

Motion: To re-allocate the earlier $500 allotted for the sessions to fund a third session on St. George Island.
Motion: Cook, Second: Spohrer. Passed.

VIII. Local Government Project Report

Franklin County: There was no additional report.

City of Apalachicola – Commissioner Cook provided a written status report of City projects which serves as an addendum to these minutes.

City of Carrabelle: No report. Helen Spohrer requested that the Chairman contact the City of Carrabelle one more time to see if a member of the City Commission could attend the TDC meetings.

IX. New Business:

Historic Preservation Designation: Joe Taylor reported on the City of Apalachicola's recent designation as one of the twelve most desirable historic destinations.

Requests: Staff presented requests for funding from three groups including: The Fins and Family Fishing Tournament, Art in the Sky project with the Franklin County Schools, and the Oyster School program operated by the Extension Service.

Motion: To allocate $500 to the Art in the Sky project.
Motion: Taylor, Second: Spohrer. Passed

X. Public or Items to the Good of the Order:

None presented.

XI. Adjourn: 5:15 P.M.