

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Carrabelle City Offices**  
**May 4, 2010**  
**Beginning at 3:00 PM**

**MINUTES**

**In Attendance:** Vice-Chair Sanders, Allen, Ash, Collins, Hauser, Parker, Prickett, Taylor,

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Lesley Cox, Toni Eddy, Tana and Sterling Kendrick, Arlene Oehler, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Andy Smith, Suzanne Zimmerman

**Call to Order** – the meeting was called to order at 3:05 pm by Vice-Chair Sanders.

**Introductions** – Vice-Chair Sanders recognized the audience.

**Amendments to Agenda** – Collins requested the addition of Logo revision discussion. Agreed.

**Minutes** of April 6, 2010 Council Meeting – Motion to approve as drafted:

Motion: Hauser, 2<sup>nd</sup> Taylor, Passed

Staff distributed a Committee Report of April 20, 2010 and is attached to this report by reference. No action required.

**Staff Reports**

Administrative Report – Blair

Collections – Blair distributed a report on the current collections received to date and is attached by reference to this report. February collections are down 14.5% compared to last year, but total collections for the fiscal year to date are only down 5.5%.

2010-2011 Budget – Blair reported the 2010-11 Budget approved at the 4/6/10 meeting had been forwarded to the County Clerk's Finance office for review and to submit for County Commissioners' approval.

Committee Meeting location – Blair requested the board to change future committee meetings to the City of Apalachicola Community room because of the complex security and difficult access now in place at the Old Courthouse. Motion to request staff to contact City of Apalachicola to request space for subsequent Committee meetings be held at the City's Community Center. If agreed, staff will post new schedule in the Times:

Motion Parker, 2<sup>nd</sup> Collins, passed

Clarification of conflict of interest voting – Blair conveyed points of his discussion with County Attorney Michael Shuler regarding this matter. Mr. Shuler indicates there is no universal answer due to individual circumstances and that he would be required to address the issue case by individual case. Staff to respond.

Progress Energy Proposal – Blair distributed the final draft of the previously adopted FCTDC Resolution to Progress Energy for comments. Motion not required as this was accepted per the April 6, 2010 approval.

**Committee Reports**

**Marketing:**

Geiger Tour Report – Collins related the success of the reception and tour.

New P.C. Airport Opening Activities – Blair reported on the current progress of the Grand Opening beginning May 22, 23, 24. Scheduled Friday is a formal dinner for 1200 in the VIP Room, and Open House displays on Saturday from 9-2 pm located on the access road. Event planners have requested that Franklin County participate with Apalachicola Oysters to be served at the dinner on Friday and also be available at the open house on Saturday. Planners will note that the oysters are Apalachicola Bay oysters in signage. Motion to approve participation in both events and to expense up to \$1,000 for the oysters.

Motion: Collins, 2<sup>nd</sup> Taylor, passed

Motion to participate and pay costs for the TDC/2 chambers/3 Visitor Centers co-op display for the Open House on Saturday. Bay Media to complete the display to include the TDC festival and seafood videos if power is available. Staff to arrange for personnel from chamber and Visitor Centers to man the display.

Motion: Parker, 2<sup>nd</sup> Hauser, passed

### **Grants:**

Final 2010-2011 Electronic Grant Application - Taylor explained the final electronic draft to the 2010-2011 grant application developed online by cooperative efforts with 2Kwebgroup is complete. Staff and 2Kwebgroup will conduct a “dry run” of operations to ensure the application is working correctly before release online. Motion to approve and post online by May 8, 2010:

Motion: Prickett, 2<sup>nd</sup> Parker, passed

Sustaining Grant Applications – Taylor discussed that only \$100,000 will again be available for 2010-2011 sustaining grants and requested the board to consider supporting the existing sustaining grants now in place, rather than offering an open season for additional sustaining grant applicants. Taylor suggested that staff send a letter to all 2009-10 sustaining grant applicants to request if they will require 2010-11 financial assistance from the FCTDC and to request an actual current budget of expenses and any anticipated necessary budget changes for 2010-2011. The board agreed to send the letter and tabled discussion for May committee meeting.

### **Continuing Business**

Social Networking Workshop, Literacy Center, May 26, 3pm – Staff reported to Taylor that 15 reservations have been made for this workshop.

Agenda Amendment: Logo revision – Collins explained the recommendation of the Marketing Committee regarding the TDC logo – Motion to accept the logo as unchanged, but addition of a tag line “Northwest Florida’s Natural Coast” where useable, adding branding and cities when space is available, and to direct 2kwebgroup to capture the following website domains at a cost of \$12.50 per domain and to approve additional required funding for NorthwestFloridasNaturalCoast/NWFloridanaturalcoast.com/.org/.net to be linked to the TDC existing website [www.anaturalescape.com](http://www.anaturalescape.com)

Motion: Collins, 2<sup>nd</sup> Hauser, passed

Up to \$5,000 for Apalach Riverkeeper request/RiverWay South - Andy Smith explained they were working on a matching grant application for \$20,000; present participating counties who have agreed to match funds are Washington \$5000, Jackson \$5000, Holmes \$2500, Liberty \$2500. Motion to approve to issue Letter of Commitment for \$5,000 subject to approval of budget amendment by the county.

Motion: Taylor, 2<sup>nd</sup> Collins, passed

Internet marketing contract continuation – Blair explained that the six months extension of 2Kwebgroup’s encompassing internet services contract @ \$1360 per month had expired as of April 30, and 2Kwebgroup had offered to continue at the pleasure of the board. Motion to approve five more months (May-September 2010) for 2Kwebgroup’s encompassing internet services @ \$1360 per month.

Motion: Parker, 2<sup>nd</sup> Pickett, passed, Sanders abstain (executed form 8B attached)

**Reports by Local Government Representatives** – Taylor questioned had staff received the funding request letters from local governments. Blair replied not all had been received.

Franklin County - no report

City of Apalachicola – Ash indicated she had received the funding letter request for infrastructure funds from the City of Apalachicola and that it would be forwarded to staff for review.

City of Carrabelle – Allen conveyed information regarding improvements to the City of Carrabelle parks.

**New Business:**

Gulf Oil Spill Report – Prickett reported on the Louisiana Oil Spill situation. In an earlier meeting today at the Franklin County Board of Commissioners, Franklin County motioned and agreed to hire Chuck Tier to guide the county through this disaster with fees contingent on getting funds for Franklin County. Tier is a member of Florida EPA Association in Pasco County. Tier's fees are based on a percentage of funds he will be able to bring to the county. Prickett is awaiting the State Comprehensive Plan for Beach Cleanup, but a County Comprehensive Plan for Beach Cleanup will be required. BP has allocated \$25 million to Florida. Vice-Chair Sanders requested a TDC volunteer representative to sit on the panel for the Contingency Plan meeting on Wednesday May 5, at 10:00 a.m. Motion to appoint Prickett to the County panel:

Motion: Hauser, 2<sup>nd</sup>, Taylor, passed

Prickett reported the following “in charge” order of this “incident Command” disaster:

1. BP
2. Federal Coast Guard
3. FEMA

Guest Smith from Apalachicola Riverkeepers addressed the board that his organization was coordinating volunteers for the clean up operation. ([www.oilspillrecovery.org](http://www.oilspillrecovery.org)). Taylor recommended that “before” damage photos be taken of the county. Guest Smith conveyed that Apalachicola Riverkeepers is already taking aerial photos of the river and beach.

Prickett indicated the F.C. EOC issues a report every day, once at 11:30 a.m. and again at 4:30 p.m. Board recommended Bay Media issue a TDC newsletter using most recent information from the DEP website. 2kwebgroup was authorized to include a new “Incident” webpage on the TDC Website named “Louisiana Oil Spill update” and to use current, accurate information. Geiger & Associates will be contacted to recommend a “positive spin” on any verbiage.

Special Request funding – Dixie Softball League Tournament – Guest Tony Eddie addressed the board with a request for funding for a State Girls Softball Tournament (20-40 teams) to be hosted by Carrabelle beginning June 18, 2010 at Kendrick Park. Motion to approve \$1000 paid from Administrative budgeted funds and to prepare up to 48 TDC gift bags for each coach of each team.

Motion: Parker, 2<sup>nd</sup> Collins, passed

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

TDC May 18 Committee Meeting – Motion to change meeting location for all future Committee Meetings to meet at the City of Apalachicola Community Center if room is available. Staff to follow up and post notice.

TDC June 1 Council Meeting, begins at 3:00 pm – Motion to hold the meeting at the City of Apalachicola Community Center if available due to a scheduled meeting conflict at the F.C. Annex. Staff to follow up and post notice.

Motion: Parker, 2<sup>nd</sup> Collins, passed

**Adjourn** – Vice-Chair Sanders adjourned the meeting at 5:05 p.m.