

**Franklin County Tourist Development Council**  
**May 5, 2009**  
**Carrabelle City Offices, Carrabelle Florida**  
**3:00 P.M.**  
**MINUTES**

**Present:** Cook, Collins, Hauser, Parker, Prickett, Chair Spohrer, Taylor

**Absent:** Brown

**Recording:** Blair, Edwards

**Guests:** Cindy Clark, Dixie Partington, Suzanne Zimmerman, Royce Rolstad, Courtney Millender, Arlene Oehler; other representatives from Carrabelle Art Museum

**Call To Order** - Chair Spohrer called the meeting to order at 3:10 pm

**Introductions** – guests acknowledged

**Amendments to Agenda** – Sanders requested any items requiring action be presented first. Motion to accept.

Motion: Sanders, 2<sup>nd</sup> Hauser. Passed

**Minutes of April 7, 2009 Council Meeting** – Motion to approve with no changes;

Motion Sanders, 2<sup>nd</sup> Hauser, passed

**Staff Reports:**

Collections – report was distributed to council and is attached by reference.

Budget 2009-2010 – budget was presented by staff and is attached by reference.

Motion to approved as presented.

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

City & County project response

Staff reported response letters were received from City of Carrabelle and City of Apalachicola. No report for County. Sanders will follow up.

Infrastructure requests were deferred for review at the June council meeting.

Committee Meeting location change for May –

Administrative committee meeting will be held on Monday, May 18, 2009 at FC Courthouse, Room 303.

Marketing and Grants Committee will be held Tuesday, May 19, 2009 at FC Courthouse, Room 303.

Clerk's Review – Clerk of Court Marcia Johnson will address the council at the June meeting.

**Committee Reports:**

**Marketing**

Press Tour Invitation list review – Hauser requested further invitation input information for the reception at Carrabelle Boat House on May 14, from 6:30-7:30. Invitations will be sent via email by Bay Media. Motion to approve additional \$250 for food.

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

2KWebgroup proposal – amended contract was distributed by staff to council for review. Motion to accept.

Motion Taylor, 2<sup>nd</sup> Hauser, Passed. Sanders abstain

Seafood Video – Chair Spohrer requested the council make RFP for a 30 minute seafood video not to exceed \$3,000. Spohrer to compose RFP content. Motion to accept.

Motion Taylor, 2<sup>nd</sup> Cook. Passed

FCTV – Royce Rolstad played the new PSA 5 minute and 30 second videos for the council’s review. Council requested that the three visitor enter locations and TDC website address be run at bottom of screen.

Oyster Radio spots – council addressed a 4<sup>th</sup> radio spot to advertise the TDC Visitor Centers. Motion to approve one additional 30 second ad @ \$15.

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

### **Grant Committee**

2009-10 Grant Applications – Final draft of off-season and sustaining grant applications were approved. Motion to accept both applications.

Motion: Taylor, 2<sup>nd</sup> Cook. Passed

Carrabelle Lighthouse Sustaining Grant – not addressed at this meeting. Deferred to June meeting.

Future Infrastructure Grant Reimbursements – Motion for procedural change that future infrastructure funding will not be paid in advance. A payment request and documentation for reimbursement will be sent to the TDC office for submittal to the county.

Motion: Collins, 2<sup>nd</sup> Parker. Passed

**Administration Committee** - no report

### **Continuing Business**

Fishing Tournament Request - \$500 – motion to approve “Kingfish/Grouper Shootout” grant request for \$500, provided their non profit status has been completed.

Motion: Sanders, 2<sup>nd</sup> Cook. Passed

### **Reports By Local Government Representatives**

Franklin County – Three Alligator Point Dune Walkovers completed.

City of Apalachicola – attached by reference to this report

City of Carrabelle – revision will be submitted at the June meeting

### **New Business**

Big Bend Matching Funds Request \$1,250 – Motion to approve \$1,250 request to be paid from Administrative allocation.

Motion: Parker, 2<sup>nd</sup> Sanders. Passed

### **Public Items to the Good of the Order** (No action will be taken)

Staff presented an article from Lancaster, Pennsylvania newspaper travel section for review. Twelve telephone calls to TDC from Pennsylvania for further information were generated by this article. Writer had been on the Geiger press tour to Franklin County.

**I. Adjourn – motion to adjourn at 4:15**