

**]Franklin County Tourist Development Council Board Meeting
FRANKLIN COUNTY COURTHOUSE ANNEX, APALACHICOLA
Wednesday, May 7, 2014, 3:00 P.M.**

MINUTES approved 6/4/14

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

Recording: Curt Blair, Fran Edwards

Guests: David Butler, Cindy Clark, Anita Grove, Terry Kemp, Linda Minichiello, Theme Patriatis, Royce Rolstad and Suzanne Zimmerman.

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

Introductions: Chair Jackel introduced David Butler and stated he would like to appear on the agenda.

Amendments to Agenda: David Butler was put on the agenda to speak at this time.

David Butler indicated he thought there was enough support in the county to ensure passage of a 2% tourist tax increase. He requested the TDC to discuss the matter and asked that the TDC request the FCBOCC to put the 2% increase on the referendum for a public vote.

Minutes of April 2, 2013 Council Meeting - Motion to approve the Minutes with no changes:

Motion: Pennycuff, 2nd, Cook, passed unanimously

Committee Meeting Report, April 16, 2014 - Document was approved as written

Administrative Reports: Curt Blair discussed these items with the board:

Collections - with the most recent data, collections are up 5%+ for fiscal and calendar year

Financials - Blair confirmed with the board they had received the emailed financial reports

Media Report - Blair requested that Cindy Clark discuss the current media activity with Florida Sport Fishing journalist tour; Chester Reese also contributed information regarding the success of this tour.

Web Stats - Blair requested the board review the current statistics

VC Stats - not available at this time

Committee Reports:

Grants

Prickett: No report

Marketing

Reese: No report

Blair confirmed that each committee chair had received agenda items to discuss in preparation for the Committee Meeting on May 21st.

Continuing Business:

Big Bend Scenic By-ways Kiosks - Reese (TDC liaison to BBSB) reported kiosks would have GPS locations. That the kiosks will be a two year project. Locations have been set within Franklin County. A large "sit down kiosk" will be located at 4th Street in Carrabelle.

Blueways Community Program - Herzog was not present, but Blair reported the FCBOCC had executed the Proclamation that Franklin County, Florida is a "Florida Paddling Trail Blueway Community" and this designated the FCTDC as liaison to the Blueway Community.

Riverways South - Blair reported that FCTDC is a co-op with Riverway South for a travel writer tour in June.

Armory Renovation - Jackel reported on progress of the Coombs Convention Center. That bids have not advertised yet for the next phase of renovations.

New Business:

\$500 Request - SGI Flagpole Dedication 5/26/14 - Motion to approve this request:

Motion: Reese, 2nd, Schneider, passed unanimously

\$500 Request - ANERR - Estuaries Day 9/26/14 - Motion to approve this request:

Motion: Armistead, 2nd Cook, passed unanimously

Public Comments:

Themo Patriatis, Chair for the Paddle Jam Event - May 16-18, spoke to the Board to thank the TDC for the tremendous support for this event. He inquired as to the value of support from the TDC as a sponsor. Blair confirmed the event had received a \$500 grant, plus media kit and other grant advertising support, valued at approximately \$3,000. Patriatis asked if the county had mailed that check. Staff indicated it was mailed in December. Jackel requested staff contact County Finance to see if the check had cleared. Patriatis also thanked the Apalachicola Area Chamber for their assistance with the event.

Reports by Local Government Representatives:

Franklin County: Chair Jackel reported that bids for the renovation of the Eastpoint Visitors Center had been opened at the FCBOCC meeting on Tuesday, May 6; 2 companies bid the project - they were L. Thomas/Eastpoint for \$75,000, and Simple/Tallahassee for \$62,867 - the bids are under research by Alan Pierce's office. She indicated there would be change orders for removing brick facade and replacing with stucco, and adding a new roof at a cost of \$7,000.

Jackel requested the board motion to purchase five new county road signage at the entrances of Franklin County and for them to be paid from any leftover funds not used in the 2013-14 budget. Staff will review funds. Estimated cost about \$400-\$600 per sign.

Motion to proceed and investigate costs for these signs:

Motion: Hewitt, 2nd, Cook, passed unanimously

City of Apalachicola: -No report

City of Carrabelle: - Reese and Schneider reported on the successful Riverfront Festival in Carrabelle

To the Good of the Order: - no contributions other than those stated herein

TDC Committee Meeting, Wednesday, May 21, 2014, 1:30 pm Apalachicola Community Room

TDC Board Meeting, Wednesday, June 4, 2014, 3:00 p.m. Carrabelle City Offices, Carrabelle

TDC Committee Meeting, Wednesday, June 18, 2014, 1:30 pm, Carrabelle City Offices, Carrabelle

Adjourn: Jackel adjourned the meeting at 3:45 p.m.