

Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex
May 8, 2012 - 3:00 p.m.
MINUTES

In attendance: Vice Chair John Hosford, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Paul Parker, Diana Prickett, and Chester Reese; absent Chair Cheryl Sanders

Recording: Blair, Edwards

Guests: Steve Allen, Tamara Allen, Cindy Clark, Ann Cowles, Anita Grove, Tami Hutchinson, Sheila Hauser, Caroline Kienzle, and Linda Minichello.

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

Introductions: No introductions were required

Amendments to Agenda: Blair requested a discussion of the July meeting schedule under Public Items for the Good of the Order; so moved

Minutes of April 10, 2012 Council Meeting – Vice Chair Hosford requested a motion to approve the April 10, 2012 Minutes.

Motion to approve Minutes of April 10, 2012 with no changes:

Motion: Cook, 2nd Reese, passed

Administrative Report

Collections and Financial Reports – Blair distributed the most current bed tax collection reports and explained that staff had not yet received a current financial report from the county.

BP Grant Phase 4 – Blair stated he had met with the NWFC on April 24 to discuss the final reporting issues. A C.O. #10 will be submitted soon to BP for the final expense phase of the Phase 4 grant. Tami Hutchinson will give a further report under Committees

County Budget – Blair distributed a revised 2012-13 budget which recomputed the reserve amount of 5% of both anticipated collections and anticipated interest, per the request of County Finance.

Motion to accept and approve changes as presented:

Parker, 2nd Prickett, passed

Local Tourist Tax Collection Option – Blair said that Dawn Moltinaro, TDC ADMIN for Walton County, had offered to come and speak before board regarding local collection of bed tax.

Motion to schedule a special council meeting on May 17, 2012 at 3:00 pm to discuss the local collection of bed tax with Dawn Moltinaro:

Motion: Collins, 2nd Hewitt, passed

Request for Support letters for grants – Big Bend, R'way South – Blair requested approval from the board to send support letters for Big Bend Scenic Byway, and Riverway South 2012-13 grant applications to the State of Florida.

Committee Reports

Marketing:

Marketing Update - Helen Spohrer was out of town, and Tami Hutchinson reported the following summary of the Phase 4 program:

Nine "We're Salty" Project applications have been prepared for the 2011-12 Visit Florida Flagler Awards. Request for motion to expense TDC regular promotional funds for \$270 (via an Allyn check and subsequent reimbursement request) for fees associated with these nine award submittals:

Motion to approve the submittal of nine applications and expense \$270 for Visit Florida Flagler Award "We're Salty" project applications. (Allyn will issue check and seek reimbursement due to deadline date for submittals)

Motion: Collins, 2nd Cook, passed

Hutchinson reported that 60,000 new Visitor Guides, containing 56 pages have been sent to Boyd Brothers for printing. A total of 90,000 separate map size eight page publications inserts are in process of printing at Boyd Brothers.

Change Order #10 will be generated for the balance of unspent Phase 4 funding, when all finance parties agreed on the remaining amounts.

Hutchinson reminded that final reports from the three visitor centers are due by the end of May.

Grants: 2012-13 Grants Small Grants Committee – Diana Prickett opened the discussion to review the most recent grant proposal guidelines as presented by the Grants Committee at their meeting of April 24, 2012 Committee Meeting. After board discussion, action was taken on the following proposal:

- “1. The FCTDC proposes that 100% of the 2012-13 grant funding would be used to market all events and advertise in proven markets of advertising used by the FCTDC. This would stretch the money for more effective advertising.
 - a. All events will be considered and would complete a one page “menu” style qualifying application (to be developed with public input).
2. This new procedure would greatly simplify many administrative costs consisting of paperwork and follow-up for County Finance, the TDC, and the grantee.
3. This new marketing procedure would eliminate liability risks to Franklin County since events would no longer be sponsored by the TDC, and the non-profit organizations would not be obligated to incur expensive event insurance fees to satisfy the county liability requirement.”

Motion to accept 1, 1.a, 2, and 3 as revised and presented herein:

Motion: Reese, 2nd Hewitt, passed with no opposition

Further Board Discussion resulted in a Plan B, RIDER to Plan A, suggested as follows, and action was taken:

“Qualified events would be eligible for only one of the following:

\$80,000 grant funding would be used by FCTDC existing contractors to market any qualified event in Franklin County.

\$10,000 seed money would be used for twenty \$500 awards

\$10,000 would be made available for ten \$1,000 competitive grant applications, submitted online per previous 2011-12 grant guidelines”

Motion to accept Plan B as presented herein:

Motion: Parker, 2nd, Hewitt, passed; opposed Reese

At this time, a motion was required to extend the meeting past 5:00 p.m.

Motion to extend FCTDC meeting of 5/8/12 to 5:15 p.m.

Motion: Reese, 2nd Parker, passed

Continuing Business

“Fishing the Flats” Report - Chester Reese reported on the “Fishing the Flats” film crew who were in Franklin County recently. Reese accompanied the crew throughout their stay. He commented on the mutual admiration between the Fins Media Group and the locals. Reese thanked everyone for their efforts with this filming, and that Fins Media Groups anticipated getting six 30-minutes national programming exposure from their visit to the county.

Reports by Local Government Representatives

- Franklin County – no report, Chair Sanders absent due to surgery
- City of Apalachicola – Cook distributed the report of current expenditure for TDC funding
- City of Carrabelle – Allen reported on the Governor Stone promotion. Steve Allen reported on the success of “Pirates of the Carrabellan” Riverfront Festival held in April.

New Business:

\$500 Grant Request – Apalachicola Art Museum, May 4-31 - Neil Smith Willow Exhibition

Motion to award \$500 to Apalachicola Art Museum for Exhibition:

Motion: Cook, 2nd Parker, passed; Hewitt opposed

\$500 Grant Request – Florida Wild Mammal “Golf Gone Wild” June 16

Motion to award \$500 to Florida Wild Mammal Association Event:

Motion: Collins, 2nd, Reese, passed

Riverway South Commitment for Matching Funds/Budget 2012-13

Blair requested approval for a \$5,000 grant funding in the 2012-13 budget for City of Apalachicola’s hosting Riverway South Summit next fiscal year:

Motion: Cook, 2nd, Prickett, passed

Rand McNally “Best of the Road” – Board and audience was urged to go online and vote for Apalachicola as it has been nominated for “Best of the Road” by Rand McNally for side trips.

Public Items for the Good of the Order:

5/22/12 FCTDC Committees – City of Apalachicola Community Room, 1:30 pm

6/5/12 FCTDC Board Meeting, Carrabelle City Offices, Carrabelle, 3:00 p.m.

Blair requested the board to cancel the July 10 meeting and combine the TDC Board meeting to the July 24, 2012 Committee Meeting date. Location: City of Apalachicola Meeting Room, 1 Bay Avenue, Apalachicola.

Motion to cancel July 10 board meeting and combine with the Committee Meeting on July 24, 2012, beginning at 1:30 p.m.

Motion: Collins, 2nd Hosford, passed

Adjourn: The meeting was adjourned at 5:15 p.m.