

Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex, Apalachicola
May 10, 2011 - 3:00 p.m.
MINUTES

AS REVISED

In attendance: Chair Sanders, Allen, Collins, Cook, Friedman, Hauser, Hosford, Parker, and Prickett

Recording: Blair, Edwards

Guests: Tamara Allen, Cindy Clark, Jamie Crum, Debbie Geiger, Caty Greene, Anita Grove, Jerry Hall, Tami Hutchinson, Beverly Hewitt, Tana Kendrick, Linda Minichiello, Bill Mahan, Clarice Powell, Royce Rolstad, Elaine Rosenthal, Helen Spohrer, Joe Taylor, Candy Varnes, Suzanne Zimmerman

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

Introductions: Chair Sanders recognized the audience and called for any introductions.

Amendments to Agenda: Chair Sanders requested any notice of changes to the Agenda. Friedman requested discussion of the 2011-12 budget, a possible photo shoot for Apalachicola, and bringing the "Governor Stone" sailing vessel to Apalachicola; all items will be discussed under Continuing Business.

Minutes of April 12, 2011 Council Meeting: Motion to approve with no changes:

Motion Collins, 2nd, Cook, passed

Minutes of April 26, 2011 Special Council Meeting: Motion to approve with no changes:

Motion: Collins, 2nd, Hauser, passed

Administrative Report

Collections – Blair indicated the Collections are in line with previous year, as expected. Board was distributed the most recent collection report and financial statements. Friedman remarked the expenditure format wasn't segmented as per previous meeting. Staff will revise the report and redistribute.

BP Grant Update – Blair reviewed developments with BP regarding the grant; BP will not approve any capital expense such as restrooms, buildings, stages, infrastructure, etc. BP has approved FCTDC to engage a marketing agency to facilitate the BP grant; expenses must be submitted to BP prior to placement of marketing and BP will send approval or denial within 7 days. BP requires a quarterly report of expenditures and staff will compose and send the first report due by July 15, 2011. Blair indicated BP will measure metrics of success in the next few months from statistical information and any increase of tourist tax collections. Blair will present the FCTDC Strategies Plan to BP for approval.

Gulf State Bank Building – Chair Sanders expressed her concern about the TDC purchasing this building for administrative use, because the Board of Commissioners has offered the location to a bank (Emerald Coast) that may try to come to Franklin County. Friedman wishes to state on record that he is opposed to buying any additional property since we are paying 10% of collections per year for Lombardi, and the Commissioners want us to spend money on the Armory, and we also have Lombardi and Chapman School that could be used for offices.

Collins stated she is supportive to put a Visitor's Center at this location as it is an opportunity that may never come our way again to purchase a building located at the gateway to St. George Island; that it had never been the intention of the TDC to designate this location as an administrative office, but was intended to be used as an All-County Visitor's Center because of the traffic patterns on Hwy 98; Collins remarked that perhaps an administrative office could be included, but a location in Eastpoint was always intended to be an All-County Visitor's Center.

Motion to table this matter to the June 14 board meeting:

Motion: Cook, 2nd Friedman, passed

Committee Reports

Marketing:

Marketing Committee Report – Hauser had no report

Geiger Tour Update – Cook indicated the City of Apalachicola was on schedule to host the Journalist reception at Riverfront Park on Thursday, May 12, beginning at 6:30 pm

Proposal for Advertising Services – Blair distributed a Marketing Services proposal received from Helen Spohrer as her response to the TDC's request for marketing the BP Phase 4 funding. Ms. Spohrer thanked the Board for the opportunity, and reviewed her contract with the board. Collins made a motion to move ahead and accept the FCTV proposal, 2nd by Allen. Friedman requested that the motion be amended to include Michael Shuler's and BP's review and approval of the contract. Collins and Allen did not think that was necessary and the motion was not amended.

Motion to accept the FCTV proposal:

Motion: Collins, 2nd, Allen, passed; Hauser abstained

Grants:

2011-12 Small Grants Application Progress Report – no report

Continuing Business: Amendment

2011-12 Budget

Mr. Friedman raised a point on the approval of the 2011-12 budget at the Special Board meeting on April 26. Blair reported that the 2011-12 revised budget, had included the BP grant as requested. Friedman expressed concerns that the 2011-12 budget was not noticed properly, has issues with the administrative budget and other allocations. Blair reminded the board this was a preliminary budget required to be submitted by May 1.

No action was taken on the budget.

Guest Rosenthal questioned if any BP funding would go to the 2011-12 Small Grant allocation. Blair said no action has been taken on that issue. BP funded Monthly Promotions allocation could fund things like fishing tournaments, and other events.

“Governor Stone” sailing vessel – Friedman requested the TDC consider a \$5,000 grant from BP funds to enable a travel exhibit of this vessel to stay one month (April) in Apalachicola during the Boat Show and one month (May) in Carrabelle. No action taken.

Request for funding/Sports Illustrated Swimsuit Issue Photo Shoot contact to Apalachicola Chamber:

Anita Grove introduced information regarding a recent inquiry of a possible photo shoot from June-Sept 2011. She requested a promise of TDC funding if Apalachicola is chosen as the site.

Motion to tentatively commit up to \$25,000 to host the shoot if Apalachicola is chosen:

Motion: Friedman, 2nd, Hosford

Motion failed.

After further discussion, a second Motion to table a discussion for the May 24 Committee Meeting after Anita has checked the references, investigated costs further, is to involve Helen Spohrer, and whether BP funds could be authorized and approved to fund the expense:

Motion: Parker, 2nd, Cook, passed

Reports by Local Government Representatives

Franklin County – Chair Sanders relayed concerns of the FCBOC which were: Board Vacancies should be published for two weeks; that the Board has no seafood representation; and that new members are briefed by Staff or Michael Shuler regarding the Sunshine Law

Chair Sanders reported flowers were cut down on Hwy 67 in error.

City of Apalachicola – Cook distributed updates to the City's projects

City of Carrabelle – Tamara Allen reported on the huge success of the Riverfront Festival with over 5,000 attendees and increased sponsors and volunteers.

New Business: \$500 Special Request Submittals:

Estuaries Day, Friends of the Reserve
Memorial Day Concert in the Park, Franklin's Promise
July 4th Parade and Concert in the Park, Franklin's Promise
Labor Day Concert in the Park, Franklin's Promise
King Buster Tournaments May 13-July 9, CQM Kingfish Shootout Inc

Staff indicated the budget allocation only \$500 left. Motion to split the remaining \$500 and give \$250 to Friends of the Reserve, and \$250 to the King Buster Fishing Tournament:

Motion: Cook, 2nd, Hauser, passed

Public Items for the Good of the Order

5/24/11 Committee Meeting, City of Apalachicola Community meeting room @ 1:30 pm

5/27/11 Special Administrative Committee Meeting to discuss TDC Procedures document revisions, Collins Realty Offices on SGI @ 2:00 p.m.

6/14/11 Board Meeting, Carrabelle City Offices @ 3:00 pm

Adjourn: The meeting was adjourned at 5:25 p.m.