



Franklin County Tourist Development Council
Carrabelle Branch Library
MINUTES, May 6, 2008 - 3:00 p.m.

Present: Paul Parker, Alice Collins, Frank Cook, Shelia Hauser, Diana Prickett, Helen Spohrer,
Recording: Curt Blair, Fran Edwards,
Guests: Suzanne Zimmerman, Pauline Sullivan

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 PM.
- II. **Amendments to the Agenda** - Motion: To move the presentation by Pauline Sullivan to New Business, to add a discussion about Cheryl Sanders request for signs to reports to continuing business, and to add a new training date under discussion about Service Provider Training.
Motion: Cook, Second: Spohrer. Passed unanimously
- III. **Minutes of Previous Meeting** - The minutes were proposed to be amended by changing the reference to TV monitors to DVDs on the last page under New Business.
Motion to accept the minutes as amended: Cook, Second: Spohrer, Passed unanimously

IV. **Staff Report -**

Staff noted that they had provided a written report with the mailed agenda and reviewed same the following:
Collections - Staff noted that this reflected a decrease in visits from the previous for the second time.
Motion: To instruct staff to talk with the County Clerk and Tax Collector about the possibility of collecting the tax locally.
Motion: Spohrer, Second: Hauser, Passed.

Photo Library: Staff reported on conversations with some of the contributing photographers. That the others should be contacted by the next marketing committee meeting. Committee members asked if the photo files could be put on line for easier viewing as the download period is excessive. In addition, staff was asked to contact Shari and Geiger and Associates to determine what specific requests have been made for photos after the two FAM tours.

Visitor Center Data: The board acknowledged that receipt of faxed visitor logs from the Visitor Centers would be sufficient and that TDC staff could enter available email addresses in our data base directly.

Video Library: Staff was instructed that the segments on the Video Library already listed should be completed and that the Salt Water Classic should be eliminated if the total cost exceeds \$3,000.

DVDs for Visitor Centers: The board agreed to order ten (10) DVDs for the visitor centers and other buyers.

V. **FSU Economic Transition Study.** - The Board heard from Pauline Sullivan from FSU who wanted to inform the board about the possibility of a study looking at the economic effects of transitioning our community from commercial fishing to tourism as its economic base. After lengthy discussion, the staff suggested that the TDC staff set up a meeting with appropriate local representatives to discuss the possibility of submitting a grant application for such a study.

V. **Committee Reports**

1) **Marketing -**

There was no marketing committee meeting in April and therefore no report.
The next meeting would be held at the SGI Firehouse on May 27.

2) Grants Committee

Cindy Clark provided the board with a report on ads that had been run for the small grant program. Members asked that all ads be proofed by the non-profit organization involved, that the calendar be corrected and that the TDC be specifically listed as a contact for events.

VI. Continuing Business

Service Provider Training.: Shelia Hauser announced that there would be an additional training program on May 30 for individuals that had expressed interest.

Motion: To conduct one more training session and ask Cindy Clark to prepare a corresponding press release.

Motion: Spohrer, Second: Collins, passed.

Logo: Staff provided several samples of the proposed logo change.

Motion to approve the logo with Franklin County Florida, A Natural Escape, Tourist Development Council.

Motion: Spohrer, Second: Collins, passed.

Signs: Board members discussed that signs were never put in place in the county and that Commissioner Sanders had requested we proceed. Staff was requested to get up with County staff on the status of the permits and to bring a sample back to the board at the next meeting.

VII. Local Government Project Report

No reports from Local Government

VIII. New Business:

IX. Public or Items to the Good of the Order:

X. Adjourn: Motion to adjourn was made by Collins, Second by Cook, passed. 5:00 P.M.