

**Franklin County Tourist Development Council**  
**CARRABELLE CITY OFFICES**  
**November 3, 2009**  
**COUNCIL MEETING**  
**3:00 PM**  
**Minutes**

**In attendance:** Chair Spohrer, Allen, Ash, Collins, Hauser, and Prickett

**Record:** Blair, Edwards

**Guests:** Dixie Partington, Tana and Sterling Kendrick, Elaine Rosenthal, Suzanne Zimmerman,

**Call to Order** – Meeting was called to order at 3:00 p.m.

**Amendments to Agenda** - none

**Minutes of October 6, 2009 Council Meeting** – Minutes of the October 6, 2009 meeting were distributed. Motion to accept with no changes:

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

**Staff Reports** – Staff distributed the FY and Calendar Year collections report attached to this report by reference, indicating that Franklin County is only down 2.58% for the year. Staff indicated that public notices of meetings and other approved documents (after review by the board) will be posted on the TDC website

**Committee Reports**

**Marketing:**

Marketing Assistance to Franklin County for Oyster Ban – Chair Spohrer reported that the FCBOC requested that the TDC take a public stand and fight the proposed Oyster ban. Board concurred. Motion to promote a public opposition to the ban, (1) create a flyer, print buttons, and (2) distribute a petition, expense up to \$1,000 if required.

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

TDC Plan will be discussed at the November 17 Committee meeting and the December 1 Board meeting in preparation for the FCBOC Joint Workshop 12/15/09 in Carrabelle beginning at 3:00 p.m.

Gift bag reorder – staff reported that Bay Media got a price proposal for the previous gift bags ordered, to be \$1.05 per 500. Motion to purchase 500 bags, lime green with navy print.

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

2Kwebgroup Amended Contract Proposal – Motion to accept 6 month term @ \$1,360 per month retainer for unlimited updates to website.

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

Airport Marketing Proposal – Motion to approve Panama City Airport for brochures placement and signage and set up fees up to \$520/month. Tallahassee Regional Airport for brochure placement and signage and set up fees up to \$250/month

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

Off Season Grant Marketing Workshop Schedule – tabled to November Committee meeting.

Geiger Press Tour Reception – Motion to expense \$750 for press tour reception on SGI on Wednesday, December 1, 2009. Staff to email invitations.

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

**Grants:** No report

**Administration:**

Committee Recommendation -Apalachicola Bay Chamber – Motion to accept Administration Committee recommendation as follows: “At the appropriate time, when the money is right, the administration committee will move forward with previous recommendations for staffing administration. During that interim, Allyn Inc. will continue to provide administrative services on a month to month basis, until such time as further recommendations may be made by the Committee. The Committee will schedule a meeting in September 2010 to review the budget and funding, and propose further recommendations. No further bids will be accepted unless and until the TDC publishes a request for RFPs.”

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

**Continuing Business** - EOC Meeting November 10, 2009 @ 9 am. – Comprehensive Plan – Edwards, Spohrer, Prickett, Collins will attend.

**Reports by Local Government Representatives**

Franklin County - Oyster Ban report was distributed and attached to this report by reference

City of Apalachicola - Ash distributed a report attached by reference

City of Carrabelle - no report

**New Business**

\$500 Grant Request: Raney House – declined to approve due to limitations of sustaining grant rules which state that recipients may only be awarded one off-season grant. The Raney House received an award for the Historic Home Tour and therefore is not eligible for another grant award in 2009-10.

\$500 Grant Request: Historic Apalachicola Foundation Inc. – Motion to approve \$500.

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

Committee Appointments – Allen assigned to Marketing Committee/Ash assigned to Grants Committee.

Election of Officers – Motion to reelect Spohrer as President, Sanders as Vice President.

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

Big Bend Scenic Byway – Dixie Partington presented the news that Big Bend Scenic Byway has been designated a “National Scenic Byway” and thanked the Board for their financial assistance. Partington requested, that due to the marketing opportunities for this designation, that Sheila Hauser be appointed as the TDC representative to their board.

Motion to appoint Hauser to the BBSB. Motion Prickett, 2<sup>nd</sup> Ash, passed

**Public Items for the Good of the Order** – Staff presented a thank you letter from the Apalachicola Riverkeepers for their award enabling a successful event.

Meeting was adjourned at 4:40 p.m.