

**Franklin County Tourist Development Council Board Meeting**  
**Franklin County Courthouse Annex, Apalachicola**  
**Wednesday, November 6, 2013, 3:00 P.M.**  
**MINUTES**

**TDC Approved 1/8/14**

**In Attendance:** Chair Pinki Jackel, Frank Cook, Beverly Hewitt, Paul Parker, Rex Pennycuff, Diana Prickett, Chester Reese, and Charlotte Schneider;

**Recording:** Curt Blair, Fran Edwards

**Guests:** Cal Allen, Tamara Allen, Kristen Anderson, Walter Armistead, Jim Bachrach, Cindy Clark, Pam Fuqua, Anita Grove, Homer Hirt, Tana Kendrick, Mike Koun, Linda Minichiello, Pam Portwood, Susan Richardson, Mary Rodgers, Royce Rolstad, Ken Schroeder, Ed Springer, Judi Stokowski, Lois Swoboda, Ouida Tartt, Joe Taylor, Betty Webb, Lynn Wilson, and Suzanne Zimmerman;

**Call to Order:** Chair Jackel called the meeting to order at 3:06 p.m.

**Introductions:** New Board Member - Charlotte Schneider, appointed by the City of Carrabelle City Commissioners, was introduced and welcomed as the new TDC board member.

**Amendments to Agenda:** No requests were made.

**Minutes of -** October 2, 2013 Council Meeting:

Motion to approve as presented:

Motion by Parker, 2nd by Pennycuff, passed unanimously

Special Meeting October 16, 2013 and Committee Report

Motion to approve as presented:

Motion by Reese, 2nd by Cook, passed unanimously

**Administrative Reports:** Blair distributed a written report to the board and reviewed the following items:

Collections - Blair reported collections are down nearly 8% for August as compared to last year, but collections overall the entire year are up 8%

Financials - Board received the year to date P & L for 2013-14

Media - Blair directed the Board to review the Bay Media and 2kwebgroup Marketing report's progress and successes for grants and media.

Web Stats - Blair indicated the web stats are self explanatory of the successful programs in place

VC Stats - E-mail Marketing Database details are part of the Marketing Report.

**Committee Reports:**

Grants

Cancellation of SGI Lighthouse Challenge Event:

Habitat for Humanity Request for Date Change Mardi Gras to January 31, Feb 1, 2013

Motion to approve cancellation of SGI Lighthouse Event and to approve date change for the Habit for Humanity Mardi Gras date to January 31, February 1:

Motion by Reese, 2nd by Cook, passed unanimously

Marketing

No Report

Chair Jackel requested the board to motion for an amendment to the agenda to allow the Riverway South Staff to make their presentation at this time.

Motion to approve change in agenda order for Riverway South presentation:

Motion by Parker, 2nd by Cook, passes unanimously

**Agenda Amendment:**

Presentations to the Board: Riverway South

Pam Portwood and Homer Hirt- Riverway South -

Homer Hirt introduced himself to the board, and his partners, Pam Portwood and Pam Fuqua. He enlightened the board with information about what the Riverway South is, its eight county composition, and purposes for partnering with Franklin County as a tourism destination.

Pam Portwood addressed the board with further information as to her role as Director with Riverway South. That RWS will focus on the natural, cultural, agricultural aspects of the eight county areas to build a professional network - not to duplicate but to support and enhance what is in place. Portwood invited the TDC board to participate in the Tourism Summit on April 4.

Motion to approve up to \$500 per each TDC staff and TDC board member wishing to attend:

Motion by Reese, 2nd by Schneider, passed unanimously

### **Continuing Business:**

Board Appointment - Chair Jackel informed the TDC Board that Sejal Patel had withdrawn her application for the board vacancy, and that two candidates remained, who are Walter Armistead and Lynn Wilson. She asked both candidates to address the board with a short speech about their qualifications.

Lynn Wilson spoke to the board regarding her qualifications, and Chair Jackel asked the board if they had any questions for Lynn.

Walter Armistead appeared before the board and reviewed his qualifications for the position. Chair Jackel asked the board if they had any questions for Walter.

Chair Jackel asked for a motion regarding the appointment.

Motion to recommend Lynn Wilson for the Board Vacancy:

Motion by Hewitt, 2nd by Cook,

Chair Jackel called for discussion. She then called for a vote.

For: Hewitt, Cook, Schneider, Parker;

Against: Pennycuff, Reese, Prickett, Jackel

A tie vote resulted and Chair Jackel requested a five minute intermission to check on this legal matter. She returned and said since the County does not operate under the Robert Rules of Order, that in a case of a tie-vote, the motion does not pass.

Chair Jackel opened the floor for other motions:

Motion to recommend Walter Armistead for the Board Vacancy:

Motion by Reese, 2nd by Prickett;

Chair Jackel called for discussion. She then called for a vote.

For: Reese, Prickett, Pennycuff, Parker, Schneider, Jackel

Against: Hewitt, Cook.

Motion passed to accept Walter Armistead as the TDC's recommendation to the FCBOCC for Board Vacancy.

Eastpoint Visitors Center - Chair Jackel reported that the FCBOCC had approved up to \$100,000, at their meeting on November 5, 2013, for renovations at the proposed Eastpoint Visitors Center.

### **New Business:**

Paddler's Event - Beverly Hewitt commented that a new Franklin County non-profit filed papers to organize the "Paddlers Club" in Franklin County and that they would like to request funding for an event scheduled for May 17, 2014. She requested to use the advertising allocation remaining from the cancellation of the SGI Lighthouse Challenge event for their Paddling event. She reported to the board that the Apalachicola Maritime Museum has agreed to match the TDC grant.

Motion to approve \$500 for the Paddlers event and that the event be included in the marketing package for the 2013-14 grants allocation

Motion by Hewitt, 2nd by Cook, passed unanimously

### **Reports by Local Government Representatives:**

Franklin County: Chair Jackel continued the conversation regarding the FCBOCC approving \$100,000 for the new Eastpoint Visitors Center. The County will advertise for bids for the work.

Chair Jackel congratulated the grand opening of the Coastline RV park in Eastpoint as an asset to the county for tourism.

Chair Jackel requested the board to consider when they would like to place the 2% tourism tax increase on the referendum. She will email details of Michael Shuler's referendum language for review by the board.

City of Apalachicola: No report

City of Carrabelle : Schneider thanked the board for the privilege to serve.

**To the Good of the Order:**

Anita Grove – Apalachicola Chamber – Travel Writers -

Anita Grove presented the TDC with a packet of print media the Apalachicola Bay Chamber has generated with TDC travel writer funds.

FCTDC Committee Meeting, November 20, 2013, City of Apalachicola Meeting Room, 1:30 pm/CANCELED

Motion to cancel the November 20th meeting

Motion by Hewitt, 2nd by Cook, passed unanimously.

FCTDC Board Meeting, December 4, 2013, Carrabelle City Offices, begins at 3:00 p.m./CANCELED  
FCTDC Committee Meeting, December 18, 2013, is also CANCELED.

Motion to cancel the December 4 pending a possible call by the Chair, and to cancel the December 18, 2013 meeting

Motion by Reese, 2nd by Schneider, passed unanimously.

On behalf of the City of Apalachicola, the Corps of Engineers, and Riverway South, Blair requested the board to approve \$500 for a tri-county reception to be held in Apalachicola on December 17, 2014. The meeting will be well-attended by the media.

Motion to authorize up to \$500 for the Tri-County reception in Apalachicola

Motion by Cook, 2nd by Schneider, passed unanimously

**Public Comments:**

Lynn Wilson thanked the Board for the opportunity to be considered for a board position and offered to provide assistance in marketing strategies and techniques.

**Adjourn:** The meeting was adjourned at 5:30 p.m.