

**Franklin County Tourist Development Council
Board Meeting
Franklin County Courthouse Annex
November 13, 2012
MINUTES
3:00 P.M.**

In Attendance: Chair Cheryl Sanders, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, John Hosford, Paul Parker, Diana Prickett, and Chester Reese (at 3:02 pm);

Recording: Curt Blair, Fran Edwards

Guests: Cindy Clark, George Floyd, Anita Grove, Sheila Hauser, Atul Patel, Robin Vroegop, Augusta West, and Suzanne Zimmerman

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

Introductions: Chair Sanders requested if there were any introductions to be made. None voiced.

Amendments to Agenda: Curt Blair requested the additional item of a discussion of the Restore Act under New Business.

Motion to add requested item:

Motion: Cook, 2nd Hosford, passed

Minutes: of October 9, 2012 Council Meeting:

Motion to approve Minutes with no changes:

Motion: Allen, 2nd Collins, passed

Administrative Report:

Collections and Financial Reports – Blair confirmed with the board that members had received emailed meeting documents including the financial reports. Blair indicated that current collections indicate 14% increase for the fiscal year and that the County's detailed expense report had not been received.

Board Vacancy – Blair shared a letter from John Hosford who has indicated he must resign due to a residency issue. Chair Sanders commented she was "sad to see you go" and the board reluctantly motioned to accept his resignation and for staff to advertise the board vacancy position.

Motion to accept the board member resignation of John Hosford and to advertise the position's vacancy:

Motion: Allen, 2nd Hewitt, passed

BP Grant Submittal Update – Blair advised the board that the FCTDC pending award submittal for the first round of BP Restore funding was not one of the 33 which received an award. Chair Sanders indicated "the Board is not happy that Franklin County did not receive anything." Blair is inquiring with the BP sources for information as to why Franklin County was excluded.

Florida Humanities Council – Letter of Intent Grant Application: Blair stated that the Florida Humanities Council grant had awarded \$15,000 to FCTDC upon the Letter of Intent for the project "Voices on the Forgotten Coast". Cindy Clark and staff are working on the application. It will be finished and mailed before the deadline of December 14, 2012.

Advertising Costs

Gulfscapes Snowbird ad for SGI Snowbird Day – Blair explained there was an outstanding \$850 bill from Gulfscapes for advertising costs that should have been paid with the BP funds. Somehow no invoice was generated in time, and since no BP funds remain, Blair requested the pleasure of the board as to this matter. Chair Sanders questioned if there are any more of these out there.

Motion to approve payment of the \$850 from 2011-12 promotional funds and for staff to compose a letter to Forgotten Coast TV to request further details of any outstanding bills that might be rendered:

Motion: Parker, 2nd Cook, passed

SGL Visitors Center – Collins presented the board with a co-op signage draft between the SGL Visitors Center and Lighthouse Park Museum. She requested approval of \$2,149.50 to absorb one-half the costs for the SGL Visitors Center. Hewitt objected. George Floyd explained the position of the SGL Visitors Center management. Anita Grove questioned paying for the sign with TDC funds. Alice Collins indicated to Grove that if she wished to submit costs to the board for a new approved sign, she could do so.

Motion to approve \$2,149.50 for the shared costs of the new sign at SGL Park:

Motion: Collins, 2nd Allen, majority passed; Hewitt: nay

Committee Reports:

Marketing

Promotional Advertising 2012-13 Recommendation – Cindy Clark presented her written recommendations to the board for placements of approved promotional funding for Travel Planner Guide, online print/banner ads and Visit Florida co-op participations for this fiscal year.

Motion to accept Clark's recommendations as presented:

Motion: Parker, 2nd Cook, passed

Grants – no items were presented to the board

Continuing Business:

No items were presented to the board

Reports by Local Government Representatives:

Franklin County: Chair Sanders reported a request for roofing bids was published for the Coombs Convention Center and they will be opened on November 20th at the FCBOCC meeting.

City of Apalachicola: Frank Cook reported that all pending allocations from past FCTDC funds have been expensed and paid to the City.

City of Carrabelle: Cal Allen reported the progress of the Holiday on the Harbor celebration on December 8; the city had no money to spend, but a private donation has been received to fund the fireworks presentation for this event. Allen invited everyone to come for the parade. Food and snacks will be available from personal donations.

New Business:

\$500 Grant Request:

Apalachicola VFD request for Oyster Cook-off Jan 18/19, 2013

SGL Business Association - "Lighting of the Palms" Dec 7, 2012

Motion to approve \$500 to each of the requests by the Apalachicola VFD and the SGL Business Association for their events:

Motion: Cook, 2nd Reese, passed

FC Restore Act Committee Member designation from FCTDC Board –

Motion to approve Paul Parker to serve for two years on the FC Restore Act Committee:

Motion: Collins, 2nd Hosford, Cook, Reese, passed

Public Items for the Good of the Order:

Anita Grove presented an article from the Boston Globe stemming from her Chamber's journalist visit funded with \$ from the FCTDC/BP allocation given to the Apalachicola Bay Chamber.

Canceled: Tuesday, November 27, FCTDC Committee Meeting, 1:30 City of Apalachicola Mtg room

Canceled: Tuesday, December 11, 2012, FCTDC Board Meeting, Carrabelle City Offices

Canceled: Tuesday, December 25, 2012, FCTDC Committee Meeting, Apalachicola

NEW LOCATION: Tuesday, January 8, 2013, 3:00 p.m. FCTDC Board Meeting, Carrabelle City Offices
Tuesday, January 22, 2013, FCTDC Committee Meeting, Apalachicola City Room

Adjourn: Chair Sanders adjourned the meeting at 3:50 p.m.