



Franklin County Tourist Development Council
Franklin County Courthouse Annex
MINUTES, November 4, 2008 - 3:00 p.m.

Present: Paul Parker Alice Collins, Frank Cook, Shelia Hauser, Diana Prickett, Helen Spohrer, Joe Taylor

Recording: Curt Blair, Fran Edwards, Amy Hodson,

- I. Call to Order** – Vice Chairman Helen Spohrer opened the meeting at 3:05 PM.
- II. Amendments to the Agenda** –
- III. Minutes of Previous Meeting** –
Motion to accept the minutes of the previous meeting as amended replacing Frank Cook with Alice Collins on the second to the motion regarding the St. George Holiday Lighting. Motion: Cook. Second: Collins. Passed.
- IV. Staff Report** –
Collections - Staff provided a year to date collections report which are attached by reference to these minutes.

Administrative Report – The monthly Administrative Report was provided to the members.

Sunshine Law Workshop: Staff reported that the County had sponsored a workshop in the Sunshine Law to which all the appointed board members were invited. The workshop will be held on November 13 at 1:30 in the courthouse annex.

Trinity Church: Staff reported that the Grants Committee had provided funding to the Trinity church Tour of Homes and that this allocation had technically violated the separation of church and state issue. As an alternative it was reported that the Chamber of Commerce could make application for the funds for the Tour of Homes publicity.

Motion: To modify the application for the Tour of Homes funding to replace Trinity Church with the Chamber of Commerce.

Motion: Prickett. Second: Hauser.

Non-profit Organization Liability Insurance: Staff reported that there had been delays in obtaining liability insurance for non profits prior to the holding of events and that reimbursements to non profits in some cases were being held up due to proof of insurance. The board restated policy that they wanted reflected in the grant procedures to include:

- Grant recipients should provide the TDC with proof of insurance for events at least 30 days in advance of the scheduled event or lose the eligibility for reimbursement.
- That this policy should be reflected in the notice of the grant award
- That a check list of items needed for reimbursement should be prepared
- That the staff should send a letter to the recipients reminding them of the insurance requirement

Sales Tax Collection: Staff reported that Paula Pickett had been invited to the December board meeting to talk about local collection of the tax. Staff was asked to invite a representative of DOR to attend a meeting to discuss the expectations of the TDC.

V. Committee Reports

1) Marketing –

Web site: Staff reported on the progress of making changes to the web site.

Visit Florida: Members discussed the possibility of participating in the small business advertising campaign in the spring.

Motion: To fund participation in the small business advertising campaign with funds from Promotion – Miscellaneous

Motion: Cook. Second: Taylor.

Logo: The Board asked that Cindy Clark provide the Marketing Committee with proposed ideas for logo revisions.

Heritage Travel: Committee members recommended that the Board approve membership in the Heritage Travel organization under a two (2) year contract in the following amounts: 1st year \$3,200. 2nd year \$2,200. The first year allocation would come from the Reserve for Cash Flow funds.

Motion: Prickett. Second: Taylor.

2) Grants Committee

Small Grants Web Package: Members discussed the development of a marketing piece for the small grant recipients directed to internet marketing beginning in January 09. Members of the Marketing Committee would review the package of services at the November Marketing Committee.

Motion: To allocate \$500 per small grant for the development of web based services associated with funded events.

Motion: Cook. Second: Spohrer.

VI. Continuing Business:

It was reported that the November meeting of The Beach was cancelled.

VII. Local Government Project Report

- 1) Franklin County: No report
- 2) City of Apalachicola: Attached to these minutes
- 3) City of Carrabelle: No report

VIII. New Business:

Board Membership: The members discussed that the terms of both Paul Parker and Helen Spohrer were about to expire this year. Given that the Board had seen several changes already during the previous twelve months the members discussed that it would be preferable to recommend reappointment for both members to help insure continuity.

Motion: To waive the procedure of advertising for new members and recommend to the County Commission the reappointment of Paul Parker and Helen Spohrer.

Motion: Cook. Second: Collins

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

X. Adjourn: The meeting was adjourned at 5:00 P.M.