



Franklin County Tourist Development Council
MINUTES
November 6, 2007
3:00 p.m.
Carrabelle Branch, Franklin County Library

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

Guests: Tana and Sterling Kendrick (2Kwebgroup), Dixie Partington, Anita Grove, David Butler

Recording: Curt Blair, Fran Edwards

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 p.m.
- II. **Introductions** - Chairman Paul Parker introduced the two recently appointed members from the City of Apalachicola, Mr. Frank Cook; and Carrabelle, Mr. Frank Mathes.
- III. **Amendments to the Agenda** - None
- IV. **Minutes of Previous Meeting** -
 - Helen Spohrer requested that the minutes be limited to essential actions and that it be noted that she (Helen) offered to conduct a free marketing seminar for grant recipients.
 - Joe Taylor suggested that Page 3, Guidelines for sustaining grants, be amended as follows: delete "work with PR firm..." and replace with "reserved for marketing activities to assist non-profits."

Motion to accept the minutes as amended by Taylor, seconded by Hauser; passed unanimously.

The Minutes of the October 30 Marketing Committee were distributed.

V. **Staff Reports** -

Collections - Staff provided the Board with a report on the August collections which were up from the previous year.

Motion: That the staff investigate options to obtain more accurate numbers on collections including the possibility of having the collections administration of the tax performed locally.

Motion by Spohrer, Seconded: Hauser; passed unanimously.

Non profit Sustaining Grants- Mr. Parker reported that the County referred four potential projects to the TDC for funding under the Sustainable Non Profit Infrastructure Fund.

Motion to refer Sustainable Non Profit Grant requests to the TDC's Grant Committee.

Motion by Parker, seconded by Cook; passed unopposed:

Members requested that the Staff send a copy of the funding criteria for the Non Profit Sustainable Grants to those organizations that submitted requests for funding.

VI. Committee Reports

Marketing -

Website Proposal: Ms Spohrer reported that the Marketing Committee received two responses to the RFP that went out for firms to work on the Website revisions. The Marketing Committee reviewed the responses and recommended the 2K Webgroup Firm for the work.

Motion: To accept the proposal from 2K Webgroup and to engage the firm using funds from the \$30,000 allocated for Marketing Committee activities.

Motion: Taylor, Second: Hauser

Motion Passed Unanimously.

Visitor Center Agreements: Ms. Spohrer discussed the need to be sure the Visitor Centers were adequately responding to the needs of the TDC. She presented proposed changes to the Visitor Center Contract to be put into place for the coming year. See Contract attached to these Minutes.

Motion: To adopt the proposed changes to the Visitor Center Contracts.

Motion: Spohrer, Second: Hauser

Motion Passed Unanimously

VII. Local Government Project Report

City of Apalachicola - The only reported matter was the appointment of Mr. Frank Cook to be the City's representative.

City of Carrabelle - The only reported matter was the appointment of Mr. Frank Mathes to be the City's representative.

Franklin County - No report

VIII. Continuing Business

Sheila Hauser reported on the final Visit Florida ad and that because of some entities redrawing from the advertisement, there would be a shortfall of \$511.00 in collections for the ad.

Motion: To approve an additional \$511 to be spent by the TDC on the ad.

Motion: Taylor, Second: Prickett

Motion Passed Unanimously.

IX. New Business

Mr. Parker raised the issue of a clearinghouse for reservations in peak week-ends which had been suggested by staff. He asked the staff to put together some ideas for consideration at the next meeting.

X. Public or Items to the Good of the Order

None

XI. Adjourn 5:00 p.m.