



Franklin County Tourist Development Council
MINUTES
October 2, 2007
3:00 p.m.

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

Recording: Curt Blair, Fran Edwards

Attending: Charolette Bacher, Linda Blackwell, Cindy Clark, Betty Cummins, Jim Cummins, Anita Grove, Ken Osborne, Dixie Partington, Lois Swoboda, Suzanne Zimmerman

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 p.m.
- II. **Introductions** - Chairman Paul Parker asked members of the audience to introduce themselves.
- III. **Amendments to the Agenda**

Motion made by Diana Prickett, seconded by Sheila Hauser to accept the Agenda as written.
All in favor.

- IV. **Minutes of Previous Meeting** - The following changes were made to the Minutes:
 - That Alan Pierce indicated in his presentation that the County may need help from the TRC toward building bath areas on Alligator Point.
 - That the staff was instructed to seek clarification of whether the administration contract needed to be re-advertised.
 - Clarification that the Parking lot funds from St. George was actually \$40,000 not the \$68,000 as previously reported.

Motion to accept the minutes as amended by Spohrer, seconded by Hauser; Passed unanimously.

The Minutes of the September 24 Marketing Committee were distributed.

V. **Staff Reports** -

Collections - Staff reported that the July collections were down dramatically from June and that the staff was following up with the Department of Revenue to find the cause. In addition, staff indicated that they would revise the collection report to reflect % of increase or decrease on collections for each month. Ms. Spohrer reported that overall collections were up 7% over the year.

Staff distributed a spreadsheet showing the allocations from TDC funds from the beginning of collections. The Board was told that this would help keep track of the Board's decisions on expenditures.

Staff reported on a request from the County to explain the options available for levying an additional 1 cent tax for the purpose of beach renourishment. Staff reported that the County could levy an additional one penny after the first two pennies were in place for three years, either by referendum or a 4/5 vote.

Motion was made by Spohrer and seconded by Collins - "To communicate to the County Commission that adding another 1% to the sales tax would have a negative economic impact on Franklin County; however, notwithstanding the economic impact, if the Commission chooses to levy the additional 1%, they should levy it for 'Infrastructure' purposes in order to allow use of the funds for a variety of purposes." Motion passed with Parker voting ney.

Public Notice of Meetings: The staff reported that the TDC would be advertising all public meetings it would hold, in one advertisement per month. That there had been a request to move the Committee meetings to the last Tuesday in the month instead of the fourth Tuesday. In addition it was decided that one meeting each Quarter would be held in Carrabelle, beginning with the November meeting.

VI. Committee Reports

Marketing - Helen Spohrer reported that the Geiger Contract had been finalized and a representative was in attendance at the last meeting of the Marketing Committee. In addition Ms. Spohrer presented for consideration of the Board, the proposed FAM tour dates as follows:

March 5 - 9
April 23-27

Motion to approve the dates as presented made by Collins, second by Hauser. Motion passed unanimously.

Ms. Spohrer discussed the Geiger Research Forms and asked staff to send the email version of the form to the Chambers for distribution, with the direction that returned forms should be sent to Geiger and Associates.

Ms. Spohrer presented to the Board proposed wording for an RFP to obtain website design and maintenance services. A copy of said RFP is attached for reference. A motion was made to advertise the RFP as soon as possible in order that the Marketing Committee could review responses at their October 30 meeting. Motion by Spohrer, second Hauser. Motion passed unanimously.

Visitor Center Agreement: Ms. Spohrer discussed the need to be sure the Visitor Centers were delivering the same message. She asked that the Visitor Center agreements be placed on the next agenda for the Marketing Committee.

Small Grant - Joe Taylor discussed with the Board the meeting of the TDC's Small Grant Committee with the following recommendations:

Schedule and Guidelines for the Small Grants: A document was presented for consideration by the Board that provides the guidelines for the next small grant cycle which would require submission of applications by November 15 for review by the Grants Committee at their meeting on November 27 and final action by the Board on December 4, 2007. Motion to approve the Schedule and Guidelines with the following amendments:

- A total of six (6) Sponsorship Grants of \$5,000 and ten (10) Assistance Grants of \$2,000 be awarded in this cycle.
- That the remainder of funds allocated for small grants of \$40,000 be reserved for ***(amended see 11/6 Minutes)work with a PR firm that can help the non-profits with marketing activities.
- That the document be amended on page 4 to delete the requirement for use of the grant funds for "Out of County" advertising.
- To add a clear definition of "Promotion" as proposed by Ms. Spohrer.
- Change the word "analyzed" to "Ranked" on page 4 of the document.
- That allowable expenses be increased to include website development and insurance.

Motion to approve as amended by Spohrer, second by Hauser. Motion passed unanimously.

Non-Profit Sustaining Grant Program: Mr. Taylor presented the Board with policy affecting the use of infrastructure dollars for sustaining non-profit organizations. He explained to the Board that the County would be requested to provide a list of Non-Profit organizations they wanted to be considered to receive this funding. That the TDC had approximately \$87,500 to spend on such grants in the current year.

Motion to approve the guidelines and total grant amount for the program by Joe Taylor, seconded by Sheila Hauser. Motion Passed unanimously.

Modification of Previous Grant Requests: Mr. Taylor reported that two organizations that received funding in the last small grant cycle had not conducted their event according to the schedule they provided in the application. The two grants totaled \$7,850 and were awarded to the Fine Arts Festival for \$5,000 and the Riverkeeper's Riverfront Expo for \$2,850. Discussion ensued as to how the Board wanted to handle events that did not occur.

Motion: That the staff contact each non-profit and explain that the Board could not extend the time for conducting the event, but that a new cycle for small grants was about to begin, and that each non-profit was encouraged to reapply. Further that the \$7,850 that was not expended should be reallocated to the new small grant cycle with the intention that there be seven (7) Sponsorship Grants and eleven (11) Assistance Grants. Motion was made by Taylor, seconded by Prickett. Motion passed unanimously.

VII. Local Government Project Report

City of Apalachicola - Staff reported that they incorrectly reported to the County that the City of Apalachicola wanted \$10,000 for the tennis court repair when the actual amount was \$40,000

City of Carrabelle - Staff reported that Carrabelle had notified the TDC that they wanted to use their \$110,000 in the following manner: \$41,000 for the Harbor Master Building, \$2,200 for Camp Gordon Johnston, \$8,400 for a Water Quality study associated with the River Dredging project, \$58,400 for the Crooked River Lighthouse survey and road work.

Motion to approve the request was made by Hauser, second by Spohrer. Motion passed unanimously.

Franklin County - No report

VIII. Continuing Business

Sheila Hauser reported on the Visit Florida ad.

IX. New Business

None introduced

X. Public or Items to the Good of the Order

- Joe Taylor announced that the Big Bend Scenic Byway Committee would be meeting at the Dixie Theater on November 13.
- Shelia Hauser announced that the Carrabelle Chamber was having a networking reception on October 18.
- Alice Collins announced that there would be a ribbon cutting ceremony by the end of October for the St. George Lighthouse.
- Paul Parker brought up the negative publicity regarding water quality on beaches and said he would look into conducting a study on the issue.
- Shelia Hauser asked that there be regular press releases on the activities of the TDC and staff was requested to look into getting them done.
- Helen Spohrer and Alice Collins requested that an annual report of the TDC's activities be presented to the County.

XI. Adjourn 5:00 p.m.