

**Franklin County Tourist Development Council**  
**Franklin County Courthouse Grand Jury Room 303**  
**October 6, 2009**  
**Beginning @ 3:00 p.m.**

**MINUTES**

**In attendance:** Chair Spohrer, Collins, Cook, Hauser, Parker, Prickett, Sanders, Taylor;

**Recording:** Blair, Edwards

**Guests:** Cindy Clark, Mark Friedman, Anita Grove, Tana Kendrick, Arlene Oehler, Dixie Partington, Mel Ponder, Royce Rolstad, Elaine Rosenthal, Bill Spohrer, Lynn Wilson, Suzanne Zimmerman

**Call To Order** – Chair Spohrer called the meeting to order at 3:10 pm.

**Introductions** – Guests were recognized by Chair Spohrer

**Amendments to Agenda** – no changes

**Minutes of September 1, 2009 Council Meeting** –

Motion to approve.

Motion: Collins, 2<sup>nd</sup> Prickett, passed

**The Beach Presentation** - Mel Ponder, director of Coastal Vision 3000 (THE Beach) distributed a report (attached to these minutes by reference) to Council and discussed the ongoing progress of the organization.

**Staff Reports** – Staff submitted the Collections report for review and explained the current Board members handout and their term limits with the Board. (Attached to these minutes by reference).

**Committee Reports:**

**Marketing:**

Visitors Center Contract Review – The revised 2009-2010 Visitor’s Center Contract was distributed for review. Motion to accept revised contracts with the three existing Visitor Centers with the following changes: \$35,000 each, payable in quarterly advance payments; replace “Visitors” with “Visitor” throughout the contract; mandated signage display and minimum sizes; must be open minimum 4 hours on Saturdays; quarterly visitation reports due January 15, April 15, July 15 and October 15; mandated website display of FCTDC logo and required linkage; insurance requirements of \$1,000,000 per occurrence, \$2,000,000 aggregate.

Motion to approve: Sanders, 2<sup>nd</sup> Parker, passed

2Kwebgroup website proposal changes addendum \$9,000 (attached to this report by reference:

Motion to approve as proposed with \$1500 paid from 2008-09 funding; \$7500 to be paid from 2009-2010 funding.

Motion: Parker, 2<sup>nd</sup> Cook, Sanders abstain on 8B form, passed.

Motion to approve THE Beach Coastal Vision 3000’s second year commitment of \$15,000 was not required for payment. Motion to approve this three-year expense was part of a motion approved in August 5, 2008 with funding to be paid from each subsequent year’s budget.

Ambassador Training Classes Update/Hauser – no report

Visit Florida co-op ad Placement 9/24:

Motion to approve up to \$5,000 expense to be paid from 2008-09 budget:

Motion: Collins, 2<sup>nd</sup> Hauser, passed

Visit Florida quarterly internet ad placement:

Motion to approve up to \$1770 paid from 2008-09 budget:

2<sup>nd</sup> quarter deleted, Motion to approve up to \$1770 paid from 2009-10 budget:

Motion: Taylor, 2<sup>nd</sup> Hauser, passed

Seafood Video Report – Royce Rolstad reported the video is in final completion and will be available on DVD to review at the next committee meeting on October 20, 2009

**Grants Committee**

2009-2010 Sustaining Grants Media Kit Inclusion:

Motion to approve Bay Media's \$3500 invoice for including sustaining grants recipient media kits to be paid from 2008-09 promotional budget funding;

Motion: Taylor, 2<sup>nd</sup> Cook, passed.

FCTV Sustaining Grant Video Production:

Motion to approve up to \$1200 for FCTV for production of PSA spots for sustaining grants recipients:

Motion: Taylor, 2<sup>nd</sup> Cook, passed, abstain Hauser and Spohrer with 8B form

Apalachicola Chamber Historic Walking Tour printing request:

Motion to approve up to \$1,000 for printing the brochure which will display the FCTDC logo and website address:

Motion: Taylor, 2<sup>nd</sup> Cook, passed

### **Continuing Business**

EOC Assistance from FCTDC – Report on Committee meeting on 9/1/09, no action taken.

Geiger Quarterly Reports –

A quarterly report from Geiger was distributed to the council for review. Printed circulation now exceeds over 8,758,000 with a value of \$744,865.

County attorney Michael Shuler directed that minimum insurance requirements be revised to \$1,000,000 per occurrence, \$2,000,000 in the aggregate, to coincide with insurance industry standards as stated by Chuck Marks.

### **Reports By Local Government Representatives**

Franklin County:

Board Appointment – Alice Collins was reappointed to the FCTDC for a four year term, at the BOC meeting of 10/6/09

2009-2010 Contract Approvals – 2Kwebgroup, Allyn, Bay Media, Forgotten Coast TV and Geiger existing contracts were approved by the BOC at their 10/6/09 meeting.

FCTDC/FCBOC Workshop – Chair Spohrer reported that a joint workshop will be scheduled in November or December 2009 to review the TDC Plan.

City of Apalachicola – Cook distributed an up-to-date report from the City of Apalachicola, (attached to these minutes by reference).

City of Carrabelle – Hauser reported that Jim Brown will vacate his seat on the FCTDC and that newly elected City Commissioner, Cal Allen, will be appointed for the City of Carrabelle to begin in November 2009.

### **New Business**

Staff requested Board's guidance for notification to bed tax collectors of pending advertising opportunities.

Motion to approve that staff should email the Bed Tax Collectors advising them of any pending advertising opportunities.

Motion: Parker, 2<sup>nd</sup> Prickett, passed

\$500 Grant Requests:

SGI Business Association:

Motion to approve \$500 for "Lighting of the Lights" event on 12/1/09.

Motion: Hauser, 2<sup>nd</sup> Cook, passed.

Franklin County Food Pantry –

Motion to approve \$500 for "Boo's Jazz & Blues" event on 12/30/09.

Motion: Hauser, 2<sup>nd</sup> Cook, passed

Apalachicola Bay Chamber – Administration Management Proposal – a contract submitted by the Chamber for administrative services for 2009-2010 was referred to the FCTDC Administration Committee for review.

### **Public Items to the Good of the Order**

In response to a request by Lynn Wilson, Chair Spohrer directed staff to copy three (3) extra sets of Board documents to be available for audience review at each meeting.

**Adjourn** – Meeting was adjourned at 5:00 p.m.