

**Franklin County Tourist Development Council
Board Meeting
Franklin County Courthouse Annex
October 9, 2012
3:00 P.M.**

MINUTES

In attendance: Chair Cheryl Sanders, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Paul Parker, Chester Reese; absent was John Hosford and Diana Prickett;

Recording: Curt Blair, Fran Edwards

Guests: Cindy Clark, June Dosik, George Floyd, Anita Grove, Sheila Hauser, Kathy Jansen, Tana Kendrick, Royce Rolstad, Joe Taylor, Candy Varnes, and Suzanne Zimmerman.

Call to Order: Chair Sanders called the meeting to order at 3:12 p.m.

Introductions: Chair Sanders inquired as to any introductions to be made. Blair introduced Kathy Jansen.

Amendments to Agenda: None

Minutes: of September 11, 2012 Council Meeting:

Motion to accept Minutes as written:

Motion: Parker, 2nd, Cook, passed

Administrative Report:

Collections and Financial Reports – Blair reviewed the current numbers with the board stating that revenues have dropped since the BP funding has stopped. However, revenues are still up about 5% over last year. The council also received the new fiscal year October 2012 expense report. Blair confirmed the FC Finance expense detail report for FY 2011-12 had been emailed to the Board but that the attachment was very large and if they were unable to open the document, please call the office for a copy.

Board Member Terms – Blair distributed the current Board Roster and indicated that Paul Parker's term had expired and requested pleasure of the board. Parker was asked to remain on the board for another term; Parker agreed.

Motion to recommend to the FCBOCC that Paul Parker be approved to continue as a FCTDC Director for another four year term:

Motion: Collins, 2nd, Allen, passed

Status of St. George Island Visitor Center – Blair indicated that the Visitor Center is open and being operated by the Apalachicola Maritime Museum.

BP Grant Application – Blair explained that the Restore Act had some funding to be distributed throughout the panhandle of Florida but a grant proposal for requesting funds had to be filed by October 6, 2012. Blair indicated the grant proposal for FCTDC was forwarded to New Orleans District Court on October 5, 2012.

Motion to authorize and acknowledge submittal of grant proposal request for \$500,000 to the Restore Act funding:

Motion: Hewitt, 2nd Cook, passed

Florida Humanities Council Available Grants – Letter of Intent – Blair distributed a communication from the Florida Humanities Council offering funding in 2012-13 for certain activities and events. The deadline to submit a letter of intent is October 12, 2012. Discussion ensued as to which grants to apply for. Cindy Clark suggested the production of a Cultural Heritage Cookbook to coincide with the Seafood Marketing Plan set in place in 2010.

Motion to participate in FHC Grant Process and staff to forward a letter of intent indicating the participation of FCTDC and that an application be completed and submitted:

Motion: Collins, 2nd Reese, passed

Production Costs of 2012-13 Grants – 30 second PSA Videos in Small Grant Media Packet – Blair explained that FCTV eliminated their production department and would no longer offer free 30 second videos for small grant participant awards. However, Southern Breeze Media has offered the services at a discount rate to \$180 per event. The FCTDC budget for 2012-13 has set aside \$20,000 for marketing the small grants.

Motion that Southern Breeze will receive up to \$4,000 for the production of 30 second PSA videos to be included on existing FCTV programming contract; \$4,000 was set aside for 2kwebgroup for internet marketing; and \$12,000 was set aside for Bay Media's production services for media kits and other marketing production.

Motion: Reese, 2nd Parker, passed

Committee Reports:

Marketing

Final Marketing Budget for 2012-13 – Blair distributed the amended Promotional Budget allocations for 2012-13 as approved by the FCBOCC on September 18, 2012. Changes made by the FCBOCC were: Geiger was reduced by \$2,000 (\$35,500) and this additional \$2,000 was transferred to the 3 Visitor Centers for Writer Promotion costs.

Grants:

No items were presented.

Continuing Business:

No items were presented

Reports by Local Government Representatives

Franklin County: Chair Sanders reported the current progress of the Coombs Convention Center

City of Apalachicola: Frank Cook distributed a report of expenses for capital projects completed before September 30, 2012 and that unpaid reimbursement funds had been requested from the FCTDC.

City of Carrabelle: Cal Allen reported on the successful Bear Festival in Carrabelle on October 6 and invited all to come to the Lantern Fest and Lighthouse Climb on October 26 and 27.

New Business:

\$500 Grant Request: Lanark Volunteer Fire Department Gumbo Cook-Off - November 10

Motion to approve \$500 for Lanark VFD Gumbo Cook-Off Event

Motion: Allen, 2nd Cook, passed

Kathy Jansen, a certified yoga instructor for the area, made a presentation to the board about her expanded marketing efforts for her business, including a Yoga DVD "hatha yoga on the Forgotten Coast" filmed entirely in Florida at Bob Sikes Cut. Jansen requested support from the FCTDC as a sponsor since the DVD will be marketed on Facebook and other internet channels to profile the county as a yoga destination.

Motion to approve to sponsor the DVD at the Fifth Chakra level for \$500. The FCTDC logo will appear on the back of the DVD and FCTDC as sponsor will appear on the opening and closing credits of the video.

Motion: Allen, 2nd Cook, passed

Public Items for the Good of the Order:

Tuesday, October 23, 2012, FCTDC Committee Meeting, 1:30 City of Apalachicola Meeting room

Tuesday, November 13, 2012, FCTDC Board Meeting, Franklin County Courthouse Annex

Blair requested review of the December meeting calendar as possible cancel. The Committee meeting of December 25 will be canceled; however the December 11 Board meeting scheduled at the Carrabelle City Offices will be canceled if no business is on the agenda. Staff requested to complete the Florida Humanities Grant application and present to the November 13 Board meeting for review and approval.

Adjourn – Chair Sanders adjourned the meeting at 4:10 p.m.