

Franklin County Tourist Development Council

Franklin County Courthouse

MINUTES

September 30, 2008 - 3:00 p.m.

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

Recording: Curt Blair, Fran Edwards, Amy Hodson

Guests: Cindy Clark, Beverly Hewitt, Cleo Holladay, Terry Kemp, Pinki Jackel, Dixie Partington, Arlene Oehler, Elaine Rosenthal, Suzanne Zimmerman

I. **Call to Order** – Chairman Paul Parker called the meeting to order at 3:00 PM.

II. **Amendments to the Agenda** –

III. **Minutes**–

September 9, Board Meeting –

Motion to accept the minutes as amended by correcting the reference to “St. George Lighting” to “St. George Holiday Lighting”

Motion: Cook, Second: Collins Passed unanimously

September 29 Committee meetings – The minutes of the September Committee meetings were distributed for information.

IV. **Staff Reports:**

Collections: Staff provided members with a written staff report which is attached by reference to these minutes.

Administrative Report: Staff provided the administrative report to the members which becomes a part of these minutes by reference.

Visit Florida Marketing: It was reported to the board that Visit Florida marketing opportunities available to small businesses required quicker responses than the TDC typically could provide. It was agreed that staff would distribute email offers to board members and be prepared to respond if so directed by board members.

Visit Florida: Staff provided board members with a statement that showed the accounting for the current year’s Visit Florida ad.

Local Collections: Staff reported that they had obtained a number of copies of ordinances providing for local collection of the tourist tax. Members discussed the method to be used in preparing a proposal for the County Commission and instructed staff to prepare an outline of issues in the ordinances to be considered at the next meeting. During the course of discussion members were asked if they would support the idea of an occupational license in Franklin County and there was a general consensus in favor of such licenses.

Florida Humanities Council: Members received a thank you note from the Florida Humanities Council for funds awarded.

Franklin Schools: Board members heard a request for funds from the Franklin County School for advertising in this year's edition to the year book. Members agreed that there would be more appropriate ways to assist the school system and deferred on the request.

V. Committee Reports

Marketing:

Visit Florida Ad: Motion to approve the final version of the Visit Florida ad. Motion: Hauser. Second: Cook. **Passed**

Promotions: Ms. Spohrer presented to the Board recommendations regarding the following promotional activities:

Approval of the Bay Media scope of services and monthly funding

Authorization for staff to research the contacts for TV stations in the immediate driving range

Authorization for a second TV show on FCTV to highlight events in the area

Authorization for up to \$300 a month for 2KWebgroup to provide assistance on internet marketing.

Motion: To approve the Marketing Committee report. Motion: Cook. Second: Brown. **Passed**

Grants:

Sustainable Grants: Mr. Taylor presented the report of the Grants Committee on the sustainable grants.

Motion: To fund each of the five applicants \$12,000 for sustainable grants.

Motion: Hauser. Second: Brown.

After discussion the motion was withdrawn.

Motion: To schedule a budget workshop for the January Board meeting

Motion: Spohrer. Second: Cook. **Passed**

Motion: To fund each of the five applicants for sustainable grants in the amount of \$15,000 and to supplement the total allocation for sustainable grants in the amount of \$15,000 from the county infrastructure budget for the year 2008-09.

Motion: Taylor. Second: Hauser. **Passed**

VI. Continuing Business:

The Beach: Chairman Parker acknowledged the members suggestion that the Chairperson be the designee for The Beach membership.

VII. **Reports by Local Government:**

Franklin County: None

City of Apalachicola: None

City of Carrabelle: None

VIII. **New Business:**

None

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

Members were invited to the next meeting of the Restaurant & Lodging Association at 3:00 P.M. on Monday October 6.

X. **Adjourn:**

Motion to Adjourn: Collins.