

**Franklin County Tourist Development Council Board Meeting**  
**Franklin County Courthouse Annex, Apalachicola**  
**Wednesday, October 2, 2013, 3:00 P.M.**  
**MINUTES (approved 11.6.13)**

**In Attendance:** Chair Pinki Jackel, Alice Collins, Frank Cook, Beverly Hewitt, Park Parker, Rex Penneycuff, Diana Prickett, Chester Reese; board vacancy pending for Allen;

**Recording:** Curt Blair, Fran Edwards;

**Guests: Special Guest Melissa Thompson (Representative Steve Southerland's Deputy Director),** Cal Allen, Tamara Allen, Mandy Andrews, Jim Bachrach, Cindy Clark, Susan Clementson, Anita Grove, Steve Kearney, Terry Kemp, Tana Kendrick, Mike Koun, Greg Kristoffersen, Brenda LaPaz, Mr. LaPaz, Linda Minichiello, Tony Minichiello, Carol Bella Rudo, Helen Spohrer, Judi Stokowski, Lois Swoboda, Joe Taylor, Augusta West, Lynn Wilson, Suzanne Zimmerman;

**Call to Order:** Establishing a quorum, Chair Jackel called the meeting to order at 3:05 p.m.

**Introductions:** Chair Jackel introduced special Guest Melissa Thompson

**Amendments to Agenda:** Blair requested one additional item - the Guest Lodging Association of Franklin County requested to appear before the board. Item added under continuing business.

**Minutes of September 4, 2013 Council Meeting** - Motion to approve Minutes of September 4, 2013 as presented:  
Motion: Parker, 2nd Cook, passes unanimously

**Administrative Reports:**

Collections - Blair reported July collections were up over \$13,000 more than July one year ago.

Financials - Blair distributed the 2012-13 fiscal year Budget Expenses to Actual as of 9/30/13

Media - Blair reviewed the Administrative Report for Staff, Bay Media and 2kWebgroup activities

Web Stats - Blair reviewed the favorable website statistics

VC Stats - included in Admin Report

Blair requested the board to approve \$100 additional funding for the travel expense for Cindy Clark to attend the Visit Florida Flagler awards:

Motion to approve an additional \$100 for travel expenses for Cindy Clark to Orlando to Visit Florida Flagler award symposium:

Motion: Cook, 2nd Collins, passed unanimously

**Committee Reports:**

Grants - no reports

Marketing

Promotional Budget - Blair distributed a proposed 2013-14 Promotional Budget to the Board and explained since Helen Spohrer had the experience with the BP \$, she would review the budget, line by line, with the board and answer any questions regarding same. After discussion, two items were changed (Journalists Costs were divided among VCtrs and Visitor Guide Inserts were deleted and the \$6500 was added to the Visitor Guide print and production budget .

Motion to approve 2013-14 promotional budget as presented with adjustment changes as noted, and authorize marketing team to proceed:

Motion: Reese, 2nd Cook, passed unanimously as adjusted

Meeting with Non Profits - Blair requested staff schedule a workshop for 2013-14 grant recipients on October 9, 2013 and possibly October 15, 2013 to update the non profits on TDC/small grant marketing for the 2013-14 fiscal year.

**Continuing Business:**

2% Tax Status - Chair Jackel explained that the FCBOCC had tabled the request at this time.

Eastpoint Visitors Center - Blair distributed a proposed "Renovation Budget" and a proposed "Operational Budget" for the FC Visitors Center. Chair Jackel asked for approval to submit the estimates to the FCBOCC.

Motion for Chair Jackel to proceed with estimates to the FCBOCC:

Motion: Reese, 2nd Cook, passed unanimously

Updates: VC, Grants, Contracts - Blair requested approval of the uniformly designed Visitor Center guest sign in sheets.  
Motion to approve form as presented:

Motion: Cook, 2nd Collins, passes unanimously

Rollover of Funds - Blair explained that the Visitor Centers had received \$6,000 in 2012-13 to pay for journalists expenses for press tours. Blair said not all the funds had been expensed and that the Centers were requesting that they be able to roll the funds into 2013-14 for distribution.

Motion to allow remaining journalists press tour funds to expense in 2013-14. Expenses must be documented with canceled checks and invoices.

Motion: Hewitt, 2nd Reese, passed unanimously

#### **New Business:**

Board Vacancy - Blair conveyed to the board that the Board Vacancy for Collins' seat is currently published in the TIMES.

CGJ requests special exception of out of area events - Tony Minichiello appeared before the board to request a one time variance to the TDC policy that only events held in Franklin County were permitted to be posted on the TDC website.

Motion to approve a one -time variance to this TDC policy for Camp CJ's golf tournament being held in Gulf County:

Motion: Parker, 2nd Hewitt, passed unanimously

Authors in Apalach date change:

Motion to allow requested event's date change to March 15, 2014

Motion: Collins, 2nd Cook, passed unanimously

\$500 Grant Request: SGI Civic Club for 12/31/13 event:

Motion to grant \$500 to SGI Civic Club for 12/31/13 event:

Motion: Collins, 2nd, Parker, passed unanimously

AGENDA ADDITION ITEM: Guest Lodging Association of Franklin County - Judi Stokowski appeared before the board to distribute a printed request for policy changes to the FCTDC Policy and Procedures:

Motion to accept the request:

Motion: Hewitt - Chair Jackel called for a 2nd, no response

Chair Jackel called again for a 2nd, no response

Motion died for lack of a second

Jackel explained to the board and audience that Michael Shuler's office had reported that ANY change, even a comma, to a Franklin County Ordinance, must come before a public hearing and be voted on by the FCBOCC. The Florida Statutes cannot be changed by the County.

Parker inquired staff if any lodging provider applicants for the board position had been received, staff stated "one" - Parker suggested the board get a copy to review any applicants from "Guest Lodging Assn. of FC" as they are received.

#### **Reports by Local Government Representatives:**

Franklin County: No report

City of Apalachicola: No report

City of Carrabelle - No report;

#### **To the Good of the Order:**

Chair Jackel honored Alice Collins and Cal Allen by presenting a personal plaque commemorating their services to the board and thanked each of them for their dedication and service with the FCTDC.

Alice Collins spoke of her association for nine years as a board member and stated she is not retiring, she will continue to work for projects like the 2% increase in bed tax, encourage local collection of the bed tax, and strongly agrees with a Franklin County Visitors Center at Eastpoint; Cal Allen spoke of his gratitude of being a Director from 2009-2013.

FCTDC Committee Meeting, October 16, 2013, City of Apalachicola Meeting Room, 1:30 pm

FCTDC Board Meeting, November 6, 2013, FC Courthouse Annex, begins at 3:00 p.m.

Chester Reese reported on the recent BBSB meeting he had attended.

Suzanne Zimmerman reported that Carrabelle had recently been named "BOATERS BEST" and displayed the plaque.

**Adjourn:** Meeting was adjourned at 5:30 p.m. An open reception follow the meeting to honor former board members Collins and Allen was held at the Annex.