

Franklin County Tourist Development Council  
City of Apalachicola Community Center  
MINUTES  
August 17, 2010 Special Meeting  
1:00 p.m.

A special meeting of the Tourist Development Council was held at 1:00 P.M. on August 17, 2010 in the Apalachicola Community Center for the purpose of discussing the third grant award from BP for promotion in September 2010, and to hear a presentation from the Scenic By-ways Group.

Members Present: Spohrer, Chair; Ash; Hauser; Parker; Prickett; Taylor;  
Staff: Blair

The Meeting was convened at 1:00 P.M. by Chairperson Spohrer

Scenic By-ways Presentation:

Dixie Partington and Lesley Cox from the Florida Scenic Byways made a slide presentation on the By-ways activities and efforts to raise funds to promote the by-ways. A request was made to the FCTDC to allocate \$25,000 over two years to assist in the effort.

Motion: To recommend that Franklin County participate in the By-ways promotional effort by allocating \$12,500 for two years (2012, 2013).

Motion: Parker Second: Hauser. Passed.

BP Grant #3:

Chairperson Spohrer reminded the group that BP had made an additional allocation of \$7 million for promotions in the north Florida region for the month of September. Franklin County's portion of these funds amounted to just above \$362,000. The purpose of this meeting was to approve a budget for the funds and work out key elements of the promotional program.

Offering: The Board discussed various options for using the funds and agreed that the best plan would be to develop a September long campaign called "September Seafood Days" that would include offering gift cards to those visitors who stayed in Franklin County during the month. The gift card offering would be fashioned in the following manner:

Motion : To approve offering.

Motion: Taylor Second: Prickett Passed

Up to a maximum of \$250 in gift card value would be made available to visitors spending a minimum of two nights in accordance with the following schedule:

2 nights	\$50
3 nights	\$100
4 nights	\$150
5 nights	\$200
6 + nights	\$250

Budget: The TDC would develop promotions around the major theme of the special utilizing the following budget:

1) Gift Cards and Cost	\$250,000
2) Marketing Package for Lodging Partners	\$ 30,000
3) Video Production	\$ 20,000
4) Web and Internet Activities	\$ 10,000
5) Banner Ads	\$ 10,000
6) TV Advertising	\$ 20,000
7) Support Materials (posters etc.)	\$ 10,000
8) Miscellaneous	\$ 12,000
Total	\$362,000

Motion: To approve budget.

Motion: Prickett Second: Taylor Passed.

Credit Card Purchase:

Motion : To authorize staff to negotiate with credit card companies to obtain the best quote for the program designed.

Motion: Hauser. Second: Ash. Passed.

Process for distributing Cards:

Members discussed at length the maintenance of security in the distribution of the gift cards. In the end the Members asked that staff work with the County Clerk's office to create an accountable method of storing and distributing the cards.

Motion: To refer to staff and County Clerk's office:

Motion: Ash. Second: Parker. Passed.

Card Restrictions:

Members discussed in detail possible restrictions receipt and use of the gift cards to include:

- Minimum stay two nights
- Applies to rentals for September nights only
- Card distribution mechanism would require distribution on guaranteed reservations as they occur and an allotment for walk ins for each provider
- Cards would be available only for stays at lodging companies that collected the tourist tax
- A maximum of one card per night per unit given to guest whose name appeared on the reservation
- Cards would be distributed to lodging providers by the TDC
- There would be a "while supplies last" policy

Motion: To Approve restrictions.

Motion: Taylor. Second: Hauser. Passed.

The meeting was adjourned at approximately 3:00 P.M