

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Special Meeting**  
**June 9, 2010**  
**Beginning at 1:00 PM**  
**Franklin County Courthouse Annex**

**MINUTES**

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

**Recording:** Blair, Edwards

**Guests:** Lane Autrey, Paula Caruthers, Cindy Clark, Karen Cox-Dennis, Anita Grove, Gloria Horning, Tana and Sterling Kendrick, Clarice Powell, Royce Rolstad, Elaine Rosenthal, Candy Varnes, Suzanne Zimmerman.

**Call to Order** – Chair Spohrer called the meeting to order at 1:05 pm.

**Introductions** – Chair Spohrer recognized the audience.

**Amendments to Agenda** - None

**Staff Reports** – Update on Implementation of Emergency Plan approved at May 28 meeting – 15% core marketing, 5% miscellaneous, 80% TV, Print, Radio

- A. TV spots and Air Time buys – Hauser has placed 60 days cable and station TV in approved marketing areas of Nashville area, Atlanta area, Tallahassee/Alabama area and Lexington area, with 15/30 second spots.
- B. Daily Beach Report – Hauser reports on daily videos shot by FCTV and posted on TDC website
- C. Spirit Ad – Clark has created artwork for board's review and approval via email, placed 3 months banner ads with V.F. and Atl Journal, also placing ads in Visit South, Budget Travel, Southern Living, Travel
- D. Web site changes – 2Kwebgroup reports successful video uploads and activity on website.
- E. Pay per click activities – Staff to work with Candy Varnes on search engines/google words.
- F. Voice Tree – Staff, in progress, main incoming line, rollover line, 4 extensions (admin/tourist/marketing/TBD)
- G. Web Cams – Staff, up and in operation. Apalachicola and Carrabelle in progress. Sanders suggested Steve Metsky's live cam.

**Small Grant Program Time Extension** – Anita Grove/Apalachicola Chamber, indicated a problem with the online application saving her data on June 7 and she requested an extension to submit her grant. Motion to extend her submittal deadline 48 hours to Friday June 11 at 3 pm.

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

**Continuing Business - Emergency Oil Response**

Promotional Funding from Governor/BP:

Status of funds, limitations and use – \$252,350 was received from Governor's office. Motion to approve Phase I as outlined in Emergency Marketing Plan:

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

Priorities for use of initial funds:

- A. Contractors – Motion to amend existing FCTDC contracts to expand scope of services for Emergency Marketing Campaign:

Motion: Parker, 2<sup>nd</sup>, Ash, passed, Hauser/Spohrer abstain

- B. RFP for Visitor Center Marketing Money – Tabled to Committee Meeting of 6/15/10 due to lack of time.

- C. Response to RFP for photo library – ten responses were received; Motion for Cindy Clark/BayMedia to review submittals and purchase up to \$5,000 of photos for multiple use, requesting full ownership if available.

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

- D. Other RFPS – Motion to request Staff to proceed with necessary contacts for other services required.

**Reports by Local Government Representatives**

Franklin County: - no report

City of Apalachicola: Review of Funding Request – not discussed, time was exhausted

City of Carrabelle: - no report

**New Business - none**

**Public Items for the Good of the Order** – reminder of the Committee meeting June 15 at Apalachicola Community Room beginning at 1:00 pm and the July 6 Council meeting changed to Carrabelle City Offices at 3:00 pm

**Adjourn** – Chair Spohrer adjourned the meeting at 2:50 p.m.