

**Franklin County Tourist Development Council  
September 1, 2009, beginning at 1:30 pm  
Gibson Inn Banquet Room, Apalachicola, Florida**

**MINUTES**

**3:00 FCTDC Regular Board Meeting**

**In Attendance:** Chair Spohrer, Collins, Cook, Hauser, Parker, Prickett, Taylor;

**Recording:** Fran Edwards, Curt Blair

**Guests:** Cal Allen, Tamara Allen, Charlotte Bacher, Cindy Clark, Mark Friedman, Anita Grove, Beverly Hewitt, Terry Kemp, Caroline Kiensel, Tana Kendrick, Linda Minichiello, Nita Morgan, Arlene Oehler, Dixie Partington, Elaine Rosenthal, Royce Rolstad, Liz Sisung, Bill Spohrer, Lynn Wilson Spohrer, Rick Watson, Suzanne Zimmerman;

**Call To Order** – Chair Spohrer called the meeting to order at 3:00 pm

**Introductions** - Chair Spohrer recognized all guests

**Amendments to Agenda** – Staff Edwards suggested that Grant Committee/Sustaining Grant Awards be placed on the agenda before the Sustaining Contractual review.

**Minutes of August 4, 2009 Council Meeting** – Motion to approve with changes  
Motion Collins, 2<sup>nd</sup> Parker, passed

**Staff Reports**

**Collections** – staff distributed a current collection report indicating the revenues were down by 2% from last year. Chair Spohrer indicated that Florida overall is down 7% over last year.

**TDC Plan** – staff distributed the TDC Plan approved in 2007 for review. Due to time constraints, the item was moved to the 9/15/09 Committee Meeting agenda.

**Contract Review and Acceptance:** Copies of all current year contractual extensions were distributed to the board for review as follows:

2K	Action
Allyn	Action
Bay Media	Action
FCTV	Action
Geiger	Action

Motion to continue all five current contracts and recommend to the FCBOC for approval at the 9/15/09 FCBOC meeting.

Motion: Parker, 2<sup>nd</sup> Collins, passed. None opposed. Hauser and Spohrer abstained.

**THE Beach:** Motion to approve up to \$650 for co-op ad in Tallahassee Magazine, Sept/Oct issue  
Motion Taylor, 2<sup>nd</sup> Parker, passed

**Committee Reports**

**Marketing -**

**Ambassador Training Classes** – Hauser reported a November date has been scheduled with the Gulf County Work Force Development for the training classes.

**Visit Florida co op ad progress** – Hauser reported the co op ad continues to gain interest. Susan Robichaux from Miles Media is contacting various bed tax collectors for sponsorship.

**Seafood Video Report** – Royce Rolstad from FCTV continues to film production and hopes to be completed by late September.

Wildlife & Nature Conference Report – Chair Spohrer reported that she and Hauser attended this all-day economic marketing seminar presented by the FWC. There were 65 participants. FWC presented ideas to effectively market six river counties for tourism focusing on wildlife and nature.

**Grants** - Joe Taylor presented the slate of grant awards as recommended by his committee as indicated herein:

## FCTDC 2009-2010 OFF SEASON GRANT AWARDS RECOMMENDATION

### OFF-SEASON:

#### Assistance Awards

SPONSOR	Award \$	EVENT	EVENT DATE
Apalachicola Area Historical Society DBA Raney House	2,000.00	18th Annual Trinity Historic Apalachicola Home & Garden Tour	4/30 to 5/1/2010
Apalachicola Bay Chamber	2,000.00	Apalachicola Art Walk & Wine Festival	5/8/2010
Apalachicola Bay Chamber	2,000.00	Forgotten Coast Community Yard Sale	10/3/2009
City of Apalachicola, History, Culture and Arts Board	2,000.00	Water Street Festival of Ice	8/1-9/4/2010
Carrabelle CARES Corp	2,000.00	Forgotten Coast Black Bear Festival	10/17/2009
Carrabelle Lighthouse Association	2,000.00	Crooked River Lighthouse Lantern Fest	10/31/2009
Panhandle Players Inc	2,000.00	A Christmas Tuna	11/20-21-22/09
Panhandle Players Inc	2,000.00	Oklahoma	4/16-17-18/2010
St. George Island Business Association	2,000.00	1st Annual SGI Snowbird Day	2/9/2010
SGI Lighthouse Association	2,000.00	Forgotten Coast Lighthouse Mini-Challenge	4/23-24/2010
Supporters of St Vincent NWR Inc	2,000.00	St. Vincent Island Open House	3/13/2010 Alt 4/10/10
<b>Total this category:</b>	<b>22,000.00</b>		

#### Special Grants: Fund Raise w/Economic Impact

Sponsor	Award \$	EVENT	EVENT DATE
Rock By The Sea Inc.	4,000.00	Rock By the Sea IV	4/15-18/2010
CQM Kingfish Shootout, Inc.	4,000.00	C-Quarters Marina Kingfish/Grouper Shootout	8/7-8/2010
St. George Island Chili Cook-off & Auction Inc	6,000.00	St. George Island Charity Chili Cook-off & Auction	3/4-5-6/2010
<b>Total this category:</b>	<b>14,000.00</b>		

#### Sponsorship:

SPONSOR	Award \$	EVENT	EVENT DATE
Apalachicola Bay Chamber	4,000.00	22nd Annual Historic Apalachicola Christmas Celebration	11/27-28-29 to12/5/2009
Apalachicola Bay Chamber	4,000.00	Historic Apalachicola Antique & Classic Boat Show	4/23-24/2010
Apalachicola Riverkeeper	4,000.00	Wild and Scenic Film Festival	8/28-9/4/2010
Camp Gordon Johnston Association Inc.	4,000.00	Camp Gordon Johnston Days	3/12-14/2010
Carrabelle Area Chamber	4,000.00	Holiday on the Harbor/Boat Parade of Lights	12/12/2009 1/6/2009 to
Dixie Theatre Foundation	4,000.00	2010 Dixie Theatre Professional Season	3/29/2010
<b>Total this category:</b>	<b>24,000.00</b>		

**Festival:**

<b>SPONSOR</b>	<b>Award \$</b>	<b>EVENT</b>	<b>EVENT DATE</b>
Carrabelle Area Chamber	6,000.00	20th Annual Riverfront Festival	4/24-25-2010
Florida Seafood Festival Inc.	6,000.00	46th Annual Florida Seafood Festival	11/6-7/09
Forgotten Coast Cultural Coalition	6,000.00	Fla Forgotten Coast Plein Air Invitational	5/7-16/2010
St. George Island Business Association	6,000.00	4th Annual SGI Oyster Spat Festival	10/9-10/2009
<b>Total this category:</b>	<b>24,000.00</b>		
Special \$500 requests	<b>4,000.00</b>	as submitted and approved	various
<b>TOTAL OFFICE SEASON GRANT AWARDS</b>	<b>88,000.00</b>		

Motion to approve as presented and recommend to FCBOC for approval at the 9/15/09 meeting  
 Motion: Taylor, 2<sup>nd</sup> Parker, passed

2009-2010 Sustaining Grant Awards - Taylor presented to the board several possible ways to allocate the \$100,000 available for these grants. After discussion, it was motioned to award \$20,000 each to the facilities currently receiving funding and the other four facilities should apply for FCTDC infrastructure funding through the City of Carrabelle, City of Apalachicola, or through Franklin County.

### **FCTDC 2009-2010 SUSTAINING GRANT AWARDS RECOMMENDATION**

**SUSTAINING:**

<b>FACILITY:</b>	<b>Award \$</b>
Apalachicola Area Historical Society DBA Raney House	20,000.00
Camp Gordon Johnston	20,000.00
Carrabelle LH Association	20,000.00
Dixie Theatre Foundation	20,000.00
St. George Lighthouse Association	20,000.00

Motion to approve and recommend to the FCBOC \$20,000 each for Carrabelle Lighthouse Association, Camp Gordon Johnston Museum, Dixie Foundation, AAHS DBA The Raney House, and St. George Lighthouse Association, payable in quarterly installments.

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

2009-2010 Sustaining Grant Contractual Agreement – Taylor discussed the recommendation of an amended sustaining grant contract as follows: #3, amending by adding “4 hours of which must be on Saturdays.” - #8 additional requirement to state “Facility’s promotion and websites must include the FCTDC logo on each page and logo must be hyperlinked to [www.anaturalescape.com](http://www.anaturalescape.com).” - #9 additional requirement to state “FCTDC reserves the right to audit financial records of any sustaining grant recipient.” #10 additional requirement to state “Each facility will provide a Certificate of Insurance with minimum coverage of \$1,000,000 per occurrence, \$3,000,000 in the aggregate, and name Franklin County as an additional insured. City-owned facilities will provide coverage through their League of Cities’ limits of insurance.

Motion to amend the 2009-2010 Sustaining Grant Contractual Agreement as stated above:

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

**Continuing Business**

Apalachicola Chamber Report – Anita Grove, director of Apalachicola Chamber of Commerce presented the Chamber's 2008-09 statistical report of visitation, website stats, and printed media coverages for Franklin County, attached to this report by reference.

**Reports By Local Government Representatives**

Franklin County – no report  
City of Apalachicola – no report  
City of Carrabelle – no report

**New Business**

Big Bend Scenic Byway Funding Request – Taylor presented two requests from Big Bend: (1) for \$3,000 immediate need by the Big Bend Scenic Byway organization. Taylor suggested a \$1,000 award from Franklin County TDC would assist in the organizational structure of the organization. Leon County has offered the other \$2,000. (2) that FCTDC use their Visit Florida participation to seek a grant with Big Bend Scenic Byway.

Motion to approve \$1,000 to Big Bend to be paid from any prevailing funds:

Motion to reserve the FCTDC Visit Florida Grant application participation for possible use by the FCTDC.

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

**Public Items to the Good of the Order** - no reports

**Adjourn** – meeting adjourned at 5:00 p.m.