

**Franklin County Tourist Development Council Board Meeting  
Carrabelle City Commissioners Meeting Room  
Carrabelle, Florida  
Wednesday, September 4, 2013, 3:00 P.M.**

**MINUTES**

**Approved 10.2.13**

**In Attendance:** Chair Pinki Jackel, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, Paul Parker, and Chester Reese; absent was Rex Pennycuff and Diana Prickett;

**Recording:** Curt Blair, Fran Edwards

**Guests:** Tamara Allen, Jim Bachrach, Cindy Clark, Anita Grove, Sheila Hauser, Cher Novaria, Terry Kemp, Tana Kendrick, Linda Minchiello, Royce Rolstad, Elaine Rosenthal, Helen Spohrer, Brigitte Schroeder, Lois Swoboda, Judy Stokowski, Ouida Tartt, Joe Taylor, Lynn Wilson, and Suzanne Zimmerman.

Call to Order: Chair Jackel called the meeting to order at 3:05 p.m.

Introductions: None

Amendments to Agenda: none stated

Minutes of August 8, 2013 Council ; Committee Report of August 24, 2013

Motion to accept Minutes of August 8, 2013 as presented

Motion: Allen, 2nd, Reese, passed unanimously

Motion to accept and approve all recommendations as official action per the Committee Minutes as presented:

Motion: Reese, 2nd Allen, passed unanimously

Administrative Reports: Curt Blair reviewed the following information with the board -

Collections - up 10% over last year's total this period

Financials - as stated

Media - Cindy Clark's updated marketing information

Web Stats - Google report from 2KWebgroup

VC Stats - number of emails collected from Visitor Centers and Sustaining Grants to date

Administrative Costs - Blair reported the balance of administrative funds for 2012-13 in the Administrative Budget would not be enough to pay the entire estimated charges for the year, due to staffs' increased workload of 210 hours increase over last year. He asked direction of the board.

Motion to approve and allocate up to \$8800 additional funds for costs overrun:

Motion: Reese, 2nd Allen, passed unanimously

Vendor Contracts -

Motion to continue all existing contracts for 2013-14:

Motion: Reese, 2nd, Parker, passed unanimously

Visitor Center Contracts -

Motion to approve all Visitor Center Contracts as revised for 2013-14:

Motion: Allen, 2nd, Collins, passed unanimously

Committee Reports:

### Marketing:

Promotions Budget - Blair distributed the 2013-14 budget already TDC approved and having received tentative approval by the FCBOCC on June 25, 2013; Blair distributed the draft Promotional Budget for 2013-14 and requested the board's direction on the allocations. After a lengthy discussion, it was ascertained it should be tabled and reviewed at the Committee Meeting on September 18, 2013

Motion to table final approval of the 2013-14 Promotions Budget and discuss at Committee Meeting of September 18, 2013:

Motion: Reese, 2nd, Hewitt, passed unanimously

### Grants:

2013-14 Sustaining Grant Awards and Contracts-

Motion to approve all Sustaining Grant Awards under terms of 2012-13 contracts for Camp Gordon Johnston, Crooked River Lighthouse, Dixie Theatre, Raney House, SGI Lighthouse at \$20,000 each:

Motion: Allen, 2nd Collins, passed unanimously

Motion to rename Seed Grants and approve City of Apalachicola HCA Center and the Carrabelle History Museum at \$10,000 each per terms of 2012-13 contract with exception that a clause will be inserted in the contract that facility must be open an average of 10 hours per week.

Motion: Reese, 2nd Collins, passed unanimously

### Continuing Business:

Beverly Hewitt requested that unused funds given to the three visitor centers for journalists tours, be allowed to rollover into 2013-14 allocations. Edwards replied she would have to get authorization from County Finance and was not sure their request could be accommodated due to government accounting procedures.

2% Tax Status - Jackel indicated the BOCC did not approve the increase. Referendum may follow.

### New Business:

Alice Collins Term Expiration: Jackel announced Alice Collins will not seek a seat on the TDC Council when her term expires on November 13, 2013. Chair Jackel requested a motion for staff to advertise the Board Vacancy position per the terms per Florida Statutes:

Motion to accept Collins request and to advertise the Board Vacancy position as per legal requirements:

Motion: Reese, 2nd, Cook, passed unanimously

Presentation by the Apalachicola Lodging Companies - Judy Stokowski presented a proposal to the TDC Board requesting that a seat be assigned on the board for small lodging providers from Apalachicola. Jackel explained the proposal would need to have legal clarification reviewed by County Attorney before it could go forward.

Chair Jackel called twice for a motion on this request. No motion was made to accept the proposal and forward it to the County Attorney for review. No action was taken.

### Reports by Local Government Representatives:

Franklin County: Jackel restated the 2% failure to pass and discussed the referendum information

City of Apalachicola: No report

City of Carrabelle: Cal Allen indicated that due to the recent election in Carrabelle, he would no longer be the City's representative from Carrabelle. Jackel thanked Allen for his valuable work on this board and wished him well. He received a standing ovation.

### To the Good of the Order:

FCTDC Committee Meeting, September 18, 2013, City of Apalachicola Meeting Room, 1:30 pm

FCTDC Board Meeting, October 2, 2013, FC Courthouse Annex, begins at 3:00 p.m.

Adjourn: The meeting was adjourned at 5:45 p.m.