



Franklin County Tourist Development Council
MINUTES
September 4, 2007
3:00 p.m.

Present: Paul Parker, Alice Collins, Diana Prickett, Joe Taylor, Shelia Hauser, Helen Spohrer

Absent: Mel Kelly, Van Johnson, Noah Lockley

Recording: Curt Blair, Kim Keller

Attending: Anita Grove, Dixie Partington, Alan Pierce, Fran Edwards

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:08 p.m.
- II. **Introductions** - Chairman Paul Parker introduced Fran Edwards who is working at Curt Blair's office.
- III. **Amendments to the Agenda** - None, approved as written.
- IV. **Minutes of Previous Meeting** - No corrections were required and Diana Prickett moved that the August 2007 Minutes be accepted. The motion was seconded by Alice Collins. Paul Parker asked for a vote to accept as corrected. All in favor.
- V. **Staff Reports** -

Collections - Staff presented the report on current collections. Helen Spohrer requested that a comparison of previous years' collections be provided as a side-by-side report so members could see the variations. Curt Blair stated he would have the final report ready for the October meeting.

Curt Blair reminded the Board that the Administration Contract in place was due to expire at the end of September. He proposed that the same agreement be approved at the same rate. He asked that the agreement be changed to allow him to bill the variable costs of phone and bulk printing supplies. The Board instructed staff to seek clarification with the County as to whether the administration contract needed to be re-advertised.

Motion: Alice Collins moved to approve the contract and the proposed amendements, contingent upon the clarification that it did not need to be rebid. Diana Prickett seconded the motion. Approved.

VI. **Committee Reports**

Marketing - The next Marketing Committee meeting will be held September 25, 2007 at the St. George Island Firehouse at 1:30 p.m.

TDC Plan - Mr. Blair reported that while the text of the plan had not been approved by the County Commission, the Commission did approve the allocations presented during budget sessions. Assuming that there are no changes to the Commission action, he proposed the TDC consider the essential elements of the plan as being adopted by the commission. The Board held off any further discussion about the plan until the Geiger Contract was resolved.

VII. Local Government Project Report

City of Apalachicola - The City submitted their proposal to reallocate funds to be consistent with the \$110,000 allocation approved by the TDC. The allocations are as follows: Tennis Courts \$40,000; Skateboard Equipment \$15,000; Heritage Museum roof repairs \$55,000.

City of Carrabelle - Letter advising allocation of \$110,000 has been misplaced and Mel Kelly has requested a second copy be mailed to her.

Franklin County - Alan Pierce appeared before the Board to request a partial reallocation of the previously approved \$40,000 for SGI. He requested \$10,000 for the Sheriff's substation, \$10,000 to the Visitor's Center, and \$10,000 for the new parking area on the left side for the new Visitor's Center at Franklin Boulevard. Alan indicated in his presentation that the County may need help from the TRC toward building bath areas on Alligator Point. Alan indicated that the state grant of \$175,000 was designated as recreational and beautification and could not be spent on parking or visitor's center. Alice Collins moved that up to \$32,000 of the parking lot fund be reallocated to the request made. Helen Spohrer seconded the motion. All in favor.

VIII. Continuing Business

Update on Geiger Project - It was reported that the Geiger Contract still was at an impasse. Staff reported that the item had been removed from the September 4 Commission Meeting at the request of the Commission Chairman because there was another proposal being considered by Ms. Geiger. Members determined that the TDC should reschedule before the Commission at their September 18 meeting in the event that a resolution could not be obtained by then.

Visit Florida Advertisement - Sheila Hauser discussed the two page advertising spread. TDC has optioned for 2/3 (\$12,000), Resort Vacation Properties 1/3 (\$6,000), Collins 1/3 (\$6,000), Carrabelle Lighthouse 1/12, SGI Lighthouse 1/12, Harbor Point 1/12, Water Street Hotel 1/12, Coombs House Inn 1/12, leaving open space for three 1/12 ads to be determined. Helen Spohrer moved that the Board increase the \$12,000 to \$16,444 so that a contract could be signed and the ad could be placed and if no one else takes the space, TDC will add to their layout. Diana Prickett seconded. All in favor.

IX. New Business

SGI Lighthouse Dedication Ceremony is scheduled for September 15 at 10:00 a.m. Helen Spohrer requested the Board to approve the Lighthouse Plan at the October meeting.

RFP Schedule - The members considered the question of how to proceed with the small grant program in light of reduced amounts for funds and the increased desire to insure that small grant funding be consistent with the TDC overall goals for marketing. Helen Spohrer said she would furnish a definition of "marketing" so that criteria and ranking of grants may be finalized. Mr. Parker agreed that a Small Grant Committee should be appointed to review the previous procedures and should present a recommended program to the Board at the October meeting. He appointed Mel Kelly, Van Johnson and Joe Taylor to the committee.

Location of Meetings - It was reported that the SGI Firehouse has been scheduled for the regular meetings of the Marketing Committee. Regular Marketing Committee meetings will be held on the 4th Tuesday of the month at 1:30 p.m.

Chairman Parker suggested that every third future TDC Board meeting be held in the eastern section of Franklin County at Carrabelle or Summer Camp.

X. Public or Items to the Good of the Order - Curt Blair reminded the Board of the upcoming Lighthouse Dedication Ceremony on September 15. November 13 is the Big Bend Project meeting at ?

XI. Adjourn 5:00 p.m.