

Franklin County Tourist Development Council Board Meeting

Carrabelle City Offices

September 13, 2011 - 3:00 p.m.

MINUTES

In attendance: Chair Sanders, Allen, Collins, Cook, Friedman, Hosford, Parker, Prickett: Absent: Reese

Recording: Blair, Edwards

Guests: Tamara Allen, Cindy Clark, Anita Grove, Sheila Hauser, Tana Kendrick, Clarice Powell, Elaine Rosenthal, Helen Spohrer, Judy Stokowski, Joe Taylor, and Suzanne Zimmerman

Call to Order – Establishing a quorum, Chair Sanders called the meeting to order at 3:00 p.m.

Introductions – Chair Sanders requested introductions from the audience.

Amendments to Agenda – Chair Sanders requested if there were any amendments to the Agenda. None were noted.

Minutes of August 9, 2011 FCTDC Council Meeting: Motion to approve Minutes as submitted:

Motion: Allen, 2nd, Collins, passed

Administrative Report

Collections – Blair distributed the current tax collections through June (attached to this report by reference) and commented that collections were up 13.5% from last year in June and up 3% for the entire year to date.

August Press Tour reception – Collins reviewed the Geiger August Press Tour with the board; the tour was successful and many of the journalists were new to the county's visit. Hopefully, stated Collins, we will receive some great press from this tour. Blair directed the board's attention to the color print-out of two aeronautical magazines ("Piper Flyer" and "Cessna Flyer") featuring articles about Franklin County. These articles were produced directly as a result of the May Geiger tour journalists' visit. Sanders directed staff to relay this information to Noah Lockley.

BP Report – Blair reported he had attended the 8/18 BP meeting in Ft. Walton to discuss progress on the administration of the BP grant. A number of additional clarifications to grant procedures were discussed. He reported that the seven TDCs had received a Public Records request from the Associated Press on the BP grant which he had referred to the County Attorney. Sanders questioned whether Alabama, Louisiana, Mississippi and Texas had the Public Access of Information as Florida does. Blair will report back. Friedman stated the BP national commercials didn't seem to feature attributes of Franklin County and individual counties for the ads on BP's website. Blair replied that the commercials were prepared by the BP central media office, that he had not seen the postings on the BP site and would need to review them to be able to understand the issue.

Letter of support for Crooked River Lighthouse Florida Communities Trust – Blair reported to the board that the FCTDC had issued a support letter for the Crooked River LH trust application. Motion to support the letter for CR LH application for funds:

Motion: Cook, 2nd, Allen, passed

Contracts – Blair indicated that copies of the 2011-12 extension contracts for all FCTDC service-related contractors had been emailed in advance to the board for review. The Contracts of discussion are for 2kwebgroup, Allyn Inc, FCTV (contract end date revised to 9/30/12), Geiger (reduced to \$37,500 for one press tour, payable in 12 installments), and the Apalachicola, Carrabelle and SGI Visitor Centers contracts. Board noted the end date for the FCTV contract should be 9/30/12. Collins distributed a memo from the SGI Visitor Center contract regarding increased expenses. Collins suggested the SGI Visitor Center request be reviewed at a future time when funds are available. Sanders emphasized her concern about providing additional funds to Visitor Centers for salary increases when county employees had not had a raise for some time. Sanders instructed staff to place the Visitor's Center on the Agenda item for the October board meeting. Blair confirmed to Parker that the promotional service contracts are part of the 2011-12 Promotional Budget.

Motion to accept all contracts as presented or revised:

Motion: Collins, 2nd, Parker, passed with no opposition

Committee Reports

Marketing:

Promotions Budget – Blair presented the 2011-12 promotional budget allocations (attached to this report by reference) recommended by the Marketing Committee:

Motion to accept the 2011-12 Promotional Budget as presented:

Motion: Parker, 2nd, Friedman, passed

BP Promotions Report – Helen Spohrer reviewed up to date activities for the BP promotions. She stated that Media Buy 3 would be finalized after a September 27th contractor's meeting review. She commented Kentucky TV advertising would begin; that FCTDC email blasts are showing increased audiences, especially the fall specials; new print ads soon to appear in Florida Fishing magazines; SAY Media statistical data indicate an increase of 3000 new hits since August 22nd; Spohrer discussed the "Geocache Contest" has begun and the website content (Groundspeaks) has begun to run; the serial numbered Oyster shaped-medallion prizes will be awarded to winners at the three visitor centers. Spohrer conveyed the Geiger October Culinary Press Tour is scheduled and on track. Spohrer indicated the BP funded Geiger tour contracted by the SGI Visitor Center's Media Press Tour funding of \$25,000 is on target. Further public radio and TV coverage contracts have been executed through WFSU in Tallahassee.

Area Brochures – Spohrer commented that production is progressing on the compilation of the three county area brochures for Apalachicola, St. George Island, and Carrabelle. BP funding can pay for the costs of displaying these brochures and she requested the board to direct their approval to display the area brochures at all five Florida Welcome Centers:

Motion to fund and display the three area brochures at all five locations of Florida Welcome Centers:

Motion: Collins, 2nd, Hosford, passed with no opposition

County Brochure – Spohrer stated that since the three area brochures are in progress that the county-wide brochure will follow. However, the current tri-fold TDC brochure supply is exhausted and Spohrer entertained a moment to discuss the possibility of a re-order of this brochure to fill supplies in the interim until the new county brochure could be finished.

H'Cola funding may be available for up to \$10,000 in response to requests of the Commission. Spohrer is working on a funding proposal.

Billboards: Hauser explained the locations of two more billboards in Tallahassee. Board discussion ensued as to locations and the problem to track billboard advertising; Board consensus seems to warrant deletion of billboards. Collins suggested a waterside billboard location in Gulf County. Motion to discontinue the billboard program in Tallahassee with currently placed boards and look to other media for increasing the message.

Motion: Allen, 2nd, Collins, passed

Grants:

Off Season Grants Insurance Addendum – legal review copy – Edwards distributed the final Off-Season Grant Insurance Addendum created by Michael Shuler.

Motion to accept the original addendum as proposed by Michael Shuler:

Motion: Collins, 2nd, Cook, passed

Board discussion resulted in the following changes:

Paragraph two shall read: *"Proof of such insurance coverage shall be in effect and provided to the FCTDC as soon as possible after the grant contract is executed, but absolutely no later than 30 days prior to the event date. If the FCTDC does not receive proof of such insurance by that date, the FCTDC will immediately cancel the grant awarded to that organization. The organization shall be notified of this termination of the grant funding via certified mail."*

Motion to approve the 2011-12 Small Grant Award Insurance Addendum as revised:

Motion: Cook, 2nd, Collins, passed with no opposition

Edwards to report compliance of the new insurance addendum at the October meeting.

Online Marketing Seminar for new grant applicants in 2011-12 update – Edwards distributed a “Table of Contents” for the schedule online marketing information for the FCTDC website “anaturalescape.com.” Board will receive copies of all materials to review and approve before online access is allowed by grant recipients.

Continuing Business – NO ITEMS

Reports by Local Government Representatives

Franklin County: No report

City of Apalachicola: No report

City of Carrabelle: No report

New Business

Anita Grove discussed the “Bike Florida” visit to Franklin County scheduled for next March 2012. She requested some funding to assist with the visit of 700 persons, indicating they would be staying overnight in Franklin County. Place on Agenda for the October meeting.

Judy Stokowski, fundraiser for the ABC School addressed the board for information on signage activities of the school.

Public Items for the Good of the Order

FCTDC Committee Meetings, September 27, 2011 - 1:30 pm, City of Apalachicola Meeting Room

FCTDC Council Meeting, October 11, 2011 - 3:00 pm, Franklin County Courthouse Annex

Joe Taylor addressed the board to thank them for the support letter of the Apalachicola’s Florida Main Street program and indicated the process was successful. That Apalachicola has received the Florida Main Street designation. The State committee will visit Apalachicola on October 14, 2011.

Adjourn: Chair Sanders adjourned the meeting at 4:30 p.m.