

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, September 14, 2016, 2 P.M.**

MINUTES

In Attendance: Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Janalyn Dowden, Rex Pennycuff, Chester Reese, Walter Armistead

Absent: Commissioner Cheryl Sanders, Diana Prickett

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Tana Kendrick, Cindy Clark, Sheri Wesson, Lois Swoboda

For the Chair and Vice Chair: Chair, Walter Armistead called the meeting to order at 2:05 p.m.

There was prayer and Pledge of Allegiance.

Introductions: None.

Amendment to the Agenda: None.

Mr. Armistead asked for approval of the minutes.

Motion to approve the August 10, 2016 Board Meeting Minutes and August 24, 2016 Committee Meeting Minutes.

Motion: Reese. Second: Cook. Passed.

Administrative Reports: Curt Blair presented the Collections Report for FY 2015-16 through June and the FY 2015-16 Expense to Budget Report through August 31, 2016.

Cindy Clark, Bay Media, presented the web and print buy schedule for 2016-17 advertising.

Motion to approve the web and print buy for 2016-17 advertising.

Motion: Pennycuff. Second: LaPaz. Passed.

Ms. Clark reviewed that 2016-17 Getaway, "Coastal Getaway", to launch in October and redeem in January or February.

Tana Kendrick, 2kwebgroup gave the monthly webstats report.

Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers for August 2016.

Mr. Blair presented the opportunity to purchase the trademark for, "Forgotten Coast", from the Apalachicola Bay Area Chamber of Commerce .

Motion to approve purchase of the Forgotten Coast trademark from the Promotions Budget.

Motion: Hewitt. Second: Cook. Passed.

Mr. Blair gave his report on the 2016 Governor's Conference in Orlando, Florida.

Mr. Blair stated there was a request from Commissioner Massey to continue to add public benches to the county.

Motion to approve staff to pursue the costs of additional benches .

Motion: Reese. Second: Cook. Passed.

Following up from a request from the August 24, 2016 Committees Meeting, Mr. Blair asked for approval of the Florida Seafood Festival's request for emergency funds.

Motion to approve a one-time amount of \$10,000 to support the 2017 Florida Seafood Festival from the Promotions budget: Aid to local non profits.

Motion: Reese. Second: Cook. Opposed: Pennycuff and Hewitt. Passed 5:2.

Committee Reports:

Mr. Blair asked for approval of the Promotions Budget that was distributed at the August 10, 2016 Board Meeting.

Motion: Pennycuff. Second: LaPaz. Passed.

Mr. Blair reviewed the FCTDC Vendors' contract addendums for additional efforts to meet the objectives of the 2016-17 Marketing Plan.

Motion to approve the addendums for Bay Media, 2kwebgroup, Forgotten Coast TV and Allyn of Franklin, Inc. from the Promotions budget.

Motion: Pennycuff. Second: LaPaz. Passed.

Mr. Blair stated the FCTDC credit card used to purchase search engine optimization and advertising needed to increase from \$4,000 to \$6,000 to meet the advertising objectives of the marketing strategy.

Motion to approve increased credit card limit from \$4,000 to \$6,000.

Motion: Pennycuff. Second: Hewitt. Passed.

2016-17 Marketing Strategy report

Mr. Blair reported to the Board that the staff and Vendors were working on a marketing strategy that would utilize the area's key brand elements and board approved target areas. These suggestions would be presented to the Marketing Committee at their meeting at the end of the month.

Continuing Business:

Mr. Blair gave an update on the DEO Grant for the US Hwy 98 Corridor. He asked the board to serve as a stakeholder board for the initial implementation of the project.

Motion to have the FCTDC board serve as the stakeholder group for the US 98 Corridor DEO grant.

Motion: Reese. Second: Pennycuff. Passed.

Reports by Local Governments:

Franklin County: Absent.

City of Apalachicola: No Report.

City of Carrabelle: Mayor LaPaz reported the Moorhouse was completely renovated as well as the Carrabelle History Museum. She stated there will be continued work to improve Marine Street such as removing rundown buildings and the CRA is planning to renovate the old icehouse.

Mayor LaPaz stated the city signed a contract with the event planner for next year's Fly-In and also distributed a, "Save the Date", invitation.

New Business:

Mr. Blair stated the county commission has requested the FCTDC support funding for beach water conditions safety flags and information kiosk for Franklin County beaches and asked the board for approval to spend funds from the 2016-17 promotions budget.

Motion to approve up to \$6,000 for three flag poles, flags and information kiosks for St. George Island, Carrabelle Beach and Alligator Point from the 2016-17 Promotions Budget; Outreach.

Motion: Pennycuff. Second: Hewitt. Passed.

Lois Swoboda gave a power point presentation revisiting the Geo Cache program and considering the mobile Pokémon program to increase participation of these participations to Franklin County.

Motion to approve up to \$3500 from the Promotions Budget to reestablish the Geo Cache program from the Promotions Budget; Outreach.

Motion: Reese. Second: Cook. Passed.

Motion to approve \$200 for Pokémon from the Promotions Budget; Outreach.

Motion: Pennycuff. Second: Reese. Passed.

Public Comment:

Sheri Wesson, Camp Gordon Johnston, stated the Camp Gordon Johnston Museum Day was on September 24, 2016 and posters for the event were distributed.

Meeting Announcements:

FCTDC Committees Meeting, Wednesday, September 28, 2016 2 P.M. at the EPVC

FCTDC October, Board Meeting, Wednesday, October 12, 2016, 2 P.M. at the EPVC

Adjourned 4:20 p.m.