

Franklin County Tourist Development Council
Franklin County Courthouse Annex
MINUTES
September 9, 2008 - 3:00 p.m.

Present: Paul Parker Alice Collins, Frank Cook, Russell Crofton, Shelia Hauser, Diana Prickett, Helen Spohrer, Joe Taylor
Recording: Curt Blair, Fran Edwards, Amy Hodson

- I. **Call to Order** - Chairman Paul Parker called the meeting to order at 3:00 PM.
- II. **Amendments to the Agenda** - Motion: To add a report from the Apalachicola Chamber to New Business.
Motion: Spohrer, Second: Taylor. Passed unanimously
- III. **Minutes of Previous Meeting** -
Motion to accept the minutes of the previous meeting as amended:
Motion: Collins, Second: Cook. Passed unanimously

IV. Staff Report -

Collections - Staff provided a year-to-date collections report which is attached by reference to these minutes. Helen Spohrer and Alice Collins stated for the record, their continued support for collecting the tax locally.

Administrative Report - The monthly Administrative Report was provided to the members.

Administrative Contract - Curt Blair reported to the Board that the contract with Allyn, Inc. to provide administrative services to the TDC was due to expire on October 1.

Motion: To approve a one year continuation of the Administrative contract.
Motion: Spohrer. Second: Crofton. Passed.

RTN Network: Staff reported that the TDC had been contacted by representatives of the RTN network who wanted the TDC to co-sponsor a show to be produced in Franklin County during the week of September 22-26. The Board generally agreed that the members were unfamiliar with the network and that there was insufficient time to prepare for filming on the 22nd.

Web Update: Amy Hodson reported that photos continue to be added. In addition 2KWebgroup would be making the requested changes shortly.

V. Committee Reports

Marketing -

1. **Signs:** Mrs. Hodson showed members the mock up of the signs for the county line entrances and asked that the Board approve an expenditure of \$9,000 for their construction and installation.
Motion: Cook. Second: Taylor. Passed
2. **TV Production:** Royce Rolstad reported that the changes to the first video were completed and transmitted to the staff and that the second video was in the works.
3. **Budget:** Helen Spohrer presented to the members a proposed budget for promotions for the TDC which is attached by reference.
Motion: To approve the proposed budget for promotions.
Motion: Hauser. Second: Prickett. Passed
4. **Motion:** To approve, in concept, the extension of the Geiger contract for one more six month period beyond April 2009 subject to the availability of funds.
Motion: Collins. Second. Spohrer. Passed

Grants Committee

1. Special Grant Request: Joe Taylor presented the Board with the Grant Committee recommendations for small grants in a list attached by reference to these minutes.
Motion: To approve the small grant recommendations:
Motion: Cook. Second: Prickett. Passed
22. Sustaining Grants: Mr. Taylor presented a set of procedures for the Sustaining Grant program for the Board's consideration. After lengthy discussion and Amendments which are included here by reference, the Board moved to adopt the procedures.
Motion: to adopt the procedures for the Sustaining Grant Program.
Motion: Collins. Second: Taylor. Passed
4. Oyster School: Mr. Taylor presented a request to the Board to grant the Oyster School project a Special Request of \$500.
Motion: To approve the request.
Motion: Spohrer. Second: Cook. Passed
5. Rock By The Sea: Staff reported a request by Rock By The Sea for extended time to submit materials for reimbursement.
Motion: To grant the extension. Motion: Collins. Second: Hauser. Passed

VI. Continuing Business

Visit Florida Cooperative Ad.

Motion to approve #3 in the selection of layouts for the Co-operative ad.

Motion: Spohrer. Second: Hauser. Passed

Geiger Press Tour Itinerary: The newest itinerary for the next FAM tour was submitted.

VII. Local Government Project Report

1. Franklin County: Commissioner Crofton thanked the TDC for its help in funding the Lombardi purchase. Commissioner Crofton indicated that the county would probably request assistance for the St. George Island Playground and lighting program
2. City of Apalachicola: No report
3. City of Carrabelle: No report

VIII. New Business:

The Beach: Mel Ponder from Coastal 3000 The Beach made an introductory presentation to the Board.

Staff presented an update of Board membership and terms of office and reported that Paul Parker's position would be expiring this year.

Motion: To recommend to the Commission to reappoint Paul Parker to the Board.

Motion: Collins. Second: Spohrer. Passed

Chamber Report: Diana Prickett updated the Board on the activities of the Apalachicola Chamber.

IX. Public or Items to the Good of the Order:

- X. Adjourn: The meeting was adjourned at 5:15 P.M.