

Franklin County Tourist Development Council
City of Apalachicola Community Room
Special Meeting May 12, 2010
12:00 pm

MINUTES

In attendance: Chair Spohrer, Allen, Collins, Hauser, Parker, Prickett, FCBOC Pinki Jackel

Recording: Blair, Edwards

Guests: Tamara Allen, Sue Bodick, Paula Caruthers, Andy Cates, Cindy Clark, Susan Ficklen, Mark Friedman, Anita Grove, Ian Horgan, Terry Kemp, Michael Koul, April Paul, Royce Rolstad, Elaine Rosenthal, Ken Schroeder, JoAnn Shiver, Chuck Spicer, Bill Spohrer, Yale Spina, Suzanne Zimmerman,

Welcome – Chair Spohrer called the meeting to order at 12:15 pm and welcomed all participants and guests.

Approve Agenda – The agenda was approved with no changes

Update on Louisiana Deepwater Oil spill Emergency Response –

- I. TDC Activities to date – Chair Spohrer advised the audience on the progress of the TDC intended marketing plan concerning the Oil Spill emergency response including the following talking points:
 - a. Business Point Person
 - b. Appointment to County Committee
 - c. PR services for the EOC activities
 - d. Web site modifications
 - e. Press Release
 - f. Budget review
 - g. Visit Florida
- II. Remaining Issues identified – Chair Spohrer discussed the following points.
 - a. Development of Consistent Message
 - b. Unified Marketing and Promotion Strategy
 - c. Worst “What If” Scenarios
 - d. Press Package
 - e. Key Person interview access
 - f. Social Networking
 - g. TV
 - h. E-blast
 - i. Geiger – Shari Hubbard from Geiger and Associates is on board with consistent monitoring of the situation and making the necessary contacts to national media and journalists.
- III. Lodging Industry Brainstorming – several lodging providers made suggestions to assist in a positive marketing plan to stop the national media hype of negativity for the coastal regions.
- IV. Strategy Development – Pinki Jackel attended the meeting after the earlier FCBOC meeting held this morning. She indicated BP may be conducive to absorbing certain public relation costs for the county and she will follow up with Chair Spohrer for information.
- V. Conclusion and Follow up – Chair Spohrer requested a motion from the board for FCTDC to generate a \$100,000 proposal to BP through Franklin County Commissioner Smokey Parrish. Motion to generate a \$100,000 marketing request from BP and present to the FCBOC for action:
Motion: Collins, 2nd Prickett, passed.

Meeting adjourned at 1:45 pm