

**Franklin County Tourist Development Council Board Meeting**  
**Franklin County Courthouse Annex, Apalachicola**  
**April 12, 2011 - 3:00 p.m.**  
**MINUTES**

**In attendance:** Chair Sanders, Vice Chair Collins, Allen, Cook, Friedman, Hauser, Parker, Prickett.

**Recording:** Blair, Edwards.

**Guests:** Tamara Allen, Cindy Clark, Ann Cowles, Bonnie Gomes, Anita Grove, John Hosford, Tana Kendrick, Linda Miniciello, Clarice Powell, Royce Rolstad, Elaine Rosenthal, L. Schneider, Lisa Spooner, Candy Varnes, Suzanne Zimmerman.

**Call to Order** – Vice Chair Collins called the meeting to order at 3:00 p.m.

**Introductions** – Vice Chair Collins recognized the audience and requested introductions.

**Amendments to Agenda** – Chair Collins made a request for any changes to the Agenda. None were voiced.

**Minutes** of March 8, 2011 Council Meeting –

Motion to accept Minutes as written:

Motion Hauser, 2<sup>nd</sup> Cook, passed

Committee Report, March 29, 2011 was distributed for review. No action was required.

**Selection of Chairperson** – Cheryl Sanders was appointed to the Board by the FCBOCC, to replace Chair Noah Lockley who resigned as a Board member.

Motion to appoint Cheryl Sanders as the Chairperson for the FCTDC.

Motion: Allen, 2<sup>nd</sup>, Prickett, passed

**Administrative Report**

Collections – Staff distributed a Collections report and briefly commented on the totals.

BP Grant Request Phase 4 – Staff stated to the Board that an agreement had been reached with BP and the Governor’s Office regarding funding for Franklin County. The total grant is \$1,666,693 payable in three installments. Staff distributed the Governor’s Memorandum of Understanding, discussed the content, requested a motion to accept the MOU and the BP Grant Funding, and other necessary documents, and requested a special board meeting be called to discuss the allocations and guidelines contained in the Memorandum and FCTDC’s Marketing Plan.

Motion: To approve acceptance of BP grants funds from Florida’s Coastal NW Communications Council of \$1,666,693 and the execution of the necessary documents accompanying the award.

Motion: Collins, 2<sup>nd</sup> Hauser, passed

Motion to call a special board meeting on April 26, 2011 beginning at 1:30 p.m.

Motion: Parker, 2<sup>nd</sup>, Cook, passed

**Committee Reports**

Marketing:

- Marketing Committee Report – Hauser briefly discussed the marketing updates for Bay Media, 2KWebgroup and FCTV.

- Geiger Tour Update – Hauser reviewed the Press Tour scheduled for arrival on May 11. Hauser confirmed with Cook, that the City of Apalachicola would host the Reception on May 13 in Apalachicola. Cook confirmed.

Motion to expense up to \$1200 for the reception expenses:

Motion: Collins, 2<sup>nd</sup> Prickett, passed

- Tri County Photo Grant –  
     Motion to approve RFP photography proposals from Lou Kellenberger, Debbie Hooper, Royce Rolstad, and Heather Rash. Bay Media will coordinate the activities.  
     Motion: Allen, 2<sup>nd</sup> Cook, passed
- Franklin County Visitor’s Guide – tabled for further discussion at a future committee meeting.
- Seafood Marketing Proposal –  
     Motion to amend previous motion of \$4,000 expenditure per month for six months for out-of-state TV marketing made on March 8, 2011; motion amended to proceed and fund \$24,000 in the next 8 weeks with national proven markets.  
     Motion: Prickett, 2<sup>nd</sup> Cook, passed.

Grants:

- 2011-12 Small Grants Application Final Review  
     Motion to approve 2011-12 Small Grants Application Final Draft approved changes and 2Kwebgroup to post online on April 19, 2011:  
     Motion: Parker, 2<sup>nd</sup> Friedman, passed

Grant Workshop: Staff requested funding for up to \$500 for expenses for instructional fees, facility, and incidental costs for the grant seminar on April 19, 2011:

Motion to spend up to \$500 from the promotional (grant) budget for this expense:

Motion: Friedman, 2<sup>nd</sup>, Parker, passed

**Continuing Business**

- TDC Board Vacancies – Board discussion of three applicants responded to the notice of vacancy – David Butler, Renee Griffin, and John Hosford. Parker motioned that Hosford be recommended for appointment by the County Commission, 2<sup>nd</sup> by Allen. Vice Chair Collins discussed that Renee Griffin was also a good candidate because of her connection to seafood. Chair Sanders called for action on the motion of John Hosford’s recommendation.  
     Motion to recommend to the FCBOCC that John Hosford be accepted and approved as a FCTDC Board Member.  
     Motion: Parker, 2<sup>nd</sup> Allen, passed
- TDC Procedures Document - A Committee was appointed to review the Administrative Procedures Document.  
     Motion: To have an Administrative Committee made up of Alice Collins, Diana Prickett and Mark Freidman review the TDC’s Policies and Procedures  
     Motion: Parker, 2<sup>nd</sup> Cook, passed
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- 2011-12 TDC Budget – Staff reviewed with the board the budget to be submitted to the County on May 1 and requested approval to submit proposed budget. Friedman requested a discussion and delay of submittal. Chair Sanders indicated the budget should be submitted by May 1 and if changes became necessary it could be amended before delivery to the BOCC.  
     Motion to approve the proposed budget to include the anticipated receipt of BP Funds and submission to the Franklin County Clerk’s office.
  - Motion: Allen, 2<sup>nd</sup>, Cook, passed
- TDC Monthly Financial Statement Reporting Form Choices –
  - Motion to adopt existing formats from Staff and County Finance Office:
    - Motion: Cook, 2<sup>nd</sup>, Friedman, passed

### **Reports by Local Government Representatives**

- Franklin County: The FCBOCC recently approved expenditures for St. George Island in the amount of \$8,100 using FCTDC funds:
  - Motion to approve FCBOCC allocation of \$8,100 for improvements to SGI Lighthouse Park for dune walkover extensions and facilities.
  - Motion: Parker, 2<sup>nd</sup> Cook, passed
  
- City of Apalachicola: Cook distributed a current report of capital projects by the City of Apalachicola to become a part of the record.
  
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- City of Carrabelle: Cal Allen did not have a current report from the City of Carrabelle. He verbally reported on the current status of the Riverfront Fest activities for April 24.

### **New Business**

- \$500 Special Request from Apalachicola Museum of Art "Ocean Splendor" Presentation
  - Motion to approve \$500 for Historic Apalachicola Foundation for promotion of the Ocean Splendor presentation:
  - Motion: Cook, 2<sup>nd</sup> Friedman, passed

### **Public Items for the Good of the Order**

- 4/26/11 Committee Meeting, City of Apalachicola Community meeting room @ 1:30 pm
  - Regarding previous Motion by Parker, 2<sup>nd</sup> by Cook, to revise the 4/26/11 Committee Meeting be changed to reflect a SPECIAL BOARD MEETING beginning at 1:30 p.m.
  - Chair Sanders requested the location be changed to FC Annex if available. (Staff note: the Annex was not available and the location remained at the Community Room.)
- 5/10/11 May Board Meeting, FC Courthouse Annex @ 3:00 pm

**Adjourn** – The meeting was adjourned by Chair Sanders at 4:35 p.m.