

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Franklin County Courthouse Annex**  
**August 10, 2010, Beginning at 3:00 PM**  
**SPECIAL MEETING MINUTES**

**DRAFT**

**In attendance:** Chair Spohrer, Allen, Collins, Hauser, Parker, Prickett, Taylor

**Recording:** Blair, Edwards

**Guests:** **Cindy Clark**, Terry Kemp, Sterling & Tana Kendrick, Arlene Oehler, Royce Rolstad, Elaine Rosenthal, Bill Spohrer, Suzanne Zimmerman

**Call to Order** – Chair Spohrer called the meeting to order at 3:06 pm

**Introductions** – Chair Spohrer recognized the audience and asked if there were any introductions.

Minutes: None were made available

Agenda: None was made available

Chair Spohrer stated the purpose of the special meeting was to discuss Phase 3 of the BP Emergency Funding allocated to the FCTDC in the amount of approximately \$350,000. Blair explained how the money was allocated to the coastal counties. This grant was received from the NW Florida Coalition of TDCs. She explained the requirements of the grant, included holding a September “event” of some sort.

Chair Spohrer distributed a hand-out “BP Promotions Grant for September 2010” (attached to this report by reference), which stated some ideas for the suggested Event and proposed allocation of funds. A draft budget (attached to this report by reference) was distributed to board for review.

Chair Spohrer reviewed the hand out information with the board: Criteria for use -

The goal: to create an event and/or promotion to increase the lodging reservations for September that meets the funding requirements.

BP Recommendations: to promote a major event, gift cards to guests booking lodging for September.

Issues to resolve: Money must be spent in September; there is a very short time-frame for promotions; staffing requirements.

Suggestions:

Proposed Event: "September Seafood Days"

Proposed Promotion: Free Seafood Boat Tours for anyone booking a minimum two night reservation during September

Tours: Oyster Tour, Shrimp Tour, Bay Tour, River Tour, (four tour times per day)

Hire local guides and boats to be available for two weeks who have proper licenses and insurance;

Lodging providers will distribute tickets

Other Bonus Promotion - \$25 gift certificate for a seafood dinner or seafood purchase at participating vendors.

Discussion ensued by the board members. Prickett suggested promotion for week-ends only; Collins suggested to insure the money be spent in Franklin County; Marketing must be simple; Time being of the essence, lodging providers could market existing customers to return in September. Other businesses might be urged to offer discounts during September. Taylor suggested urging a 3 night minimum since week-enders usually rent two nights. Parker researched what the other coastal counties were offering. Spohrer urged a simple message of the gift cards for visitors to Franklin County. Taylor suggested Visit Florida partners to market packages. Parker suggested the purchase of \$250,000 in gift cards for September reservations.

Motion to call the event "September Seafood Days", purchase \$250,000 in \$50 increment gift cards to distribute to all reservations in Franklin County during September, first come, first served, consisting of at least 2 nights, to include confirmed reservations, future reservations and walk-ins. Guest would receive \$50 for 2 nights, \$100 for 3 nights, \$150 for 4 nights, 5<sup>th</sup> night free. Balance of \$150,000 to promote seafood such as rack cards, table tents, magnets, placemats. Motion for Bay Media to proceed with marketing

Motion: Parker, 2<sup>nd</sup>, Taylor, passed.

Motion will not include a Geiger Press Tour in September.

Chair Spohrer urged all board members to attend the FCBOC meeting on August 17 at 10:30 am to support approval of this plan.

Meeting was adjourned at 4:40 p.m.