

**Franklin County Tourist Development Council**

**Board Meeting  
Carrabelle City Offices  
December 7, 2010  
3:00 p.m.**

**MINUTES**

**In Attendance:** Allen, Collins, Friedman, Hauser, Parker, Taylor; Absent Ash, Lockley, Prickett;

**Recording:** Blair, Edwards

**Guests:** Pat Bragdon, Lesley Cox, Beth Dearing, Anita Grove, Linda Miniciello, Dixie Partington, Elaine Rosenthal, Charlotte Schneider, Lisa Spooner, and Suzanne Zimmerman

**Call to Order** – Blair convened the meeting at 3:04 pm

**Introductions** – Guests were welcomed and recognized.

**Amendments to Agenda** – Blair requested amendments to the agenda due to the necessity to elect a chair and vice-chair. Hauser requested that a date be set for the Geiger spring tour. Elaine Rosenthal requested the board to take action on the Snowbirds Gulf Coast pending ad placement. Hauser requested discussion of a day retreat in January for the Board. Board concurred to approve the amendments.

Board Reorganization - Selection of Chair - Noah Lockley, newly elected FCBOC chair has requested that he be appointed the County Commission designee for the FCTDC and requested that he be approved as the chair of the FCTDC.

Motion to approve Noah Lockley as chair of the FCTDC:

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

Selection of Vice Chair - Hauser nominated Alice Collins for Vice Chair. Collins agreed to accept the nomination.

Motion: Hauser, 2<sup>nd</sup> Taylor to accept Alice Collins as Vice Chair of the TDC, passed

Motion Parker, 2<sup>nd</sup> Hauser, that nominations be closed. Passed

In the absence of the Chair, Vice Chairperson Collins assumed the chair.

Geiger Spring Tour Date:

Motion to select May 11-15, 2011 for the spring journalist tour.

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

**Minutes** of November 9 Council Meeting – Motion to accept with no changes:

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

November 16 and 30 Committee Meeting Report – Reports (attached to these Minutes by reference) were distributed to the board for review. No action required

**Administrative Report:** Blair reviewed the Fiscal Year Collections report for 2009-10 stating that revenues exceeded the \$750,000 projection by over \$4,000, resulting in 2009-10 FY collections total of \$754,234. Blair indicated that no new developments had been received for funds on the BP Phase 4. An offer for FCTDC to participate in the Visit Florida Official Transportation Map was declined by general consensus of the board, due to the cost of advertising and the pending deadline.

Blair requested the pleasure of the board in proceeding with an appreciation plaque for Cheryl Sanders:

Motion to purchase an appreciation plaque for Cheryl Sanders:

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

Blair responded to Board discussion regarding the 2011-12 budget and confirmed the new draft budget will be presented at the March or April meeting, after additional monthly collection information has been received from the state.

Request by Hauser to schedule a day retreat session for the Board to discuss strategic planning and enlist the services of a facilitator.

Motion to schedule a day retreat on February 15, 2011 from 9 am to 5 pm, location to be determined, facilitator to be determined, draft agenda will be presented at the February 8, 2011 Board meeting:

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

The January Marketing Committee meeting agenda will include discussion of FCTDC promotional ideas to present to Forgotten Coast TV. Staff will issue a letter to lodging providers for ideas on this matter. These will be due by the January 4 Board meeting.

### **Committee Reports**

#### **Marketing:**

Gift Cards: Blair reported options to the board for use of the remaining gift cards; they could be cashed in at a cost of \$7.50 per card; or the expiration date could be extended at a cost of \$5.50 per card; or they could be sold to interested lodging providers at a selling price of \$52.50 per card.

Motion to proceed to sell the remaining cards to Collins and Resort Vacation Properties for their use in a promotional campaign.

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

Motion for gift card sales to replenish what was borrowed from Seafood Marketing, and any excess over the Seafood Marketing payback be placed in General Fund for determination of use by BP.

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

FRLA/NW Florida Golf Trail Membership \$500 – Board discussion confirmed that FCTDC would be a charter member and on the steering committee for this new organization.

Motion to join the FRLA/NW Florida Golf Trail Membership at \$500 annual fee and designate Hauser to represent the TDC:

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

Snowbirds Gulf Coast January issue ad placement:

Motion to purchase ½ page ad in the January issue at a cost of \$1050 and to pay any subsequent production costs as needed:

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

Apalachicola Bay Chamber request for \$725 for printing 5000 Apalachicola Historic Home Tour brochures – Discussion from Taylor regarding a need for production of a TDC county-wide Visitors Guide for use in all Visitor Centers and the airport.

Motion to table Visitors Guide for January Marketing Committee discussion.

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

Motion to reimburse Apalachicola Bay Chamber up to \$725:

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

Forgotten Coast TV – Hauser updated the Board with a progress report for FCTV. The station is broadcasting through BeachTV on SGI but is no longer operating with Mediacom; FCTV is pursuing contract negotiations with Fairpoint, and is streaming 24/7.

**Grants:**

\$5,000 match for Riverway South (Apalachicola Riverkeepers) – This grant request was approved in last fiscal year, pending receipt of notice of grant award, and pending available funds to pay it by the FCTDC. Grant award from State of Florida was received and the \$5,000 available funds will be paid from the 2010-11 promotional budget.

Motion to approve \$5000 from promotional budget:

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

Visit Florida Photo Shoot Grant Schedule – pending due to Wakulla and Gulf counties schedule dates to be determined.

\$500 Special Request from Weems Memorial Healthcare Foundation –

Motion to award \$500 to Weems Memorial Healthcare Foundation for the Johnny Tillotson concert in January, to be paid from Special Request promotional budget.

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

**Continuing Business****Reports by Local Government Representatives**

Franklin County: - no report

City of Apalachicola: Request for funding for RiverWay South Fifth Annual Summit – Via letter, Betty Webb requested use of \$1500 of the City of Apalachicola's 2010-11TDC funding allocation to be used for the RiverWay South 5<sup>th</sup> Annual summit meeting in Apalachicola on March 10-11, 2011. The \$1500 would be used to offset costs of hosting this meeting.

Motion to approve use of funds:

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

City of Carrabelle: Request of funding for Camp Gordon Johnston signage – Linda Miniciello informed the board that the State of Florida had "tagged" the Camp Gordon Johnston signage on Highway 98. Since Highway 98 is part of a scenic highway, the signage must be removed and requires that Camp Gordon Johnston must use a rented acceptable billboard. The City of Carrabelle is receptive to use up to \$2600 from their 2010-11 TDC funding allocation for an annual billboard rental for CGJ.

Motion to approve use of funds, pending the receipt of a letter from the City of Carrabelle to request use of \$2600 from their funding allocation:

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

**New Business:**

TDC Committees – Chairs were assigned as follows:

Administrative, Alice Collins; Grants, Joe Taylor; Marketing, Sheila Hauser;

Staff directed to send emails to Board members requesting their committee choices to serve.

Board Member Resignation – Brenda Ash has submitted her resignation from the City of Apalachicola. The City of Apalachicola will assign a new representative to the FCTDC.

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

December Committee Meeting canceled; the January 4 board meeting will be held in Apalachicola at the Courthouse Annex.

January Committee meeting date is January 18 at the City of Apalachicola Meeting Room, beginning at 1:00 pm as their will be a Grants Workshop prior to the Marketing Committee beginning at 2:30 pm.

**Adjourn** – The meeting was adjourned at 4:30 p.m.