

Franklin County Tourist Development Council
Board Meeting
Franklin County Courthouse Annex
January 4, 2011
3:00 p.m.
MINUTES

In attendance: Chair Lockley, Allen, Collins, Cook, Friedman, Hauser, Parker, Prickett, Taylor

Recording: Blair, Edwards

Guests: Cindy Clark, Bonnie Gomes, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Lisa Spooner, Suzanne Zimmerman, two new owners of the Steamship House in Apalachicola

Call to Order – Chair Lockley called the meeting to order at 3:04 pm.

Introductions – Chair Lockley recognized the audience members. Frank Cook was welcomed back to the Board as the City of Apalachicola TDC designee. He replaces Brenda Ash, who resigned for business reasons.

Amendments to Agenda – Chair Lockley requested if there were any amendments to the agenda. None were requested.

Minutes of December 7, 2010 Council Meeting - Motion to approve with changes to Page 2 “Draft agenda to be presented at February Board Meeting”

Motion: Collins, 2nd, Hauser, passed

Administrative Report

Collections – Blair distributed a FY and Calendar Year Collections Report, attached to these Minutes by reference.

Plaque for Cheryl Sanders – Blair requested pleasure of the board to set a date to present an appreciation plaque to Cheryl Sanders for her work with the TDC Board. Board requested it be presented at the next January 18 Franklin County Board of Commissioners meeting.

TDC Policy Document – Blair will email this information to Board Members for review and further discussion .

TDC Meetings – Blair requested the pleasure of the board as to rescheduling the monthly board meeting back to the 2nd Tuesday each month. Motion to change Board Meeting to second Tuesday of each month, beginning February 8, 2011.

Motion: Collins, 2nd Friedman, passed

Gift Card Sales – Blair reported that the remaining gift cards had been sold to Collins and Resorts and that the funds have been deposited with the Finance office requesting reimbursement to the Seafood Marketing \$ used to buy the cards; any remaining amounts will be placed in the BP Phase 3 fund until advised by BP as to dispensation. State auditors will have to approve the request.

BP Phase 4 – Blair reported that no new firm commitments have been received from BP.

Committee Reports

Marketing:

Bay Media Report – Cindy Clark reported that Visit Florida has made three attempts but was unable to contact a winner. Therefore, the SGI giveaway package is still pending. Cindy requested action to participate in the next round of Visit Florida Visitor Center promotions for these drawings. Motion to participate in the next round of drawings, using the SGI package. If no winner comes forth, then the SGI package will return to the bin and the next drawing winner would receive the Apalachicola giveaway package.

Motion: Taylor, 2nd Parker, passed

Clark reported that Southern Living will be coming to St. George Island next month. Collins and Resorts has offered complimentary housing for the crew.

Clark requested action as how to proceed with the E-Newsletter theme – would it continue to be event oriented, or change to historical, cultural, natural themes? Tabled to the Committee meeting.

Clark drew a random name from the Franklin County monthly drawings from the Visitor Centers. The winner was Penny Agolio from Bonifay, Florida, and the gift is a night's lodging donated by Water Street Hotel.

Marketing Committee Retreat

Hauser reported on the progress of the retreat. It will be held February 15, 2011. Updates of information will be forthcoming at the February Board meeting regarding the draft agenda, location, and the name of the facilitator. Hauser requested \$500 to offset incidental expense.

Motion to approve up to \$500 for the retreat.

Motion Taylor, 2nd Collins, passed

Grants:

Visit Florida Grant Photo Shoot - Taylor indicated the schedule from Gulf and Wakulla Counties is still in review.

Continuing Business

TDC Committees – assignments – Blair requested that members volunteer for what committees they wish to serve on. The following assignments were made by Chair Lockley:

Administration: Collins (Chair), Friedman, Prickett

Grants: Cook, Friedman, Parker, Prickett, Taylor (Chair)

Marketing: Allen, Collins, Friedman, Hauser (Chair), Prickett,

Reports by Local Government Representatives

Franklin County: Chair Lockley stated that Alan Pierce has requested the TDC to commit \$3,000 for a 10 space parking lot on Alligator Point at the dune walkovers, using the county's TDC allocation. Chair Lockley will follow up with Alan Pierce to generate an official letter of request to the TDC.

City of Apalachicola: Frank Cook submitted a current project progress report from the City.

City of Carrabelle: Cal Allen reported on the success of Holiday on the Harbor.

New Business: Legislative Delegation

Blair reported he would not be in town and requested the Board to appoint someone to present a report to the Legislative Delegation Meeting to be held on Thursday, January 6 at the Annex. Chair Lockley indicated he would present the information at the meeting. Blair will compose the statement.

Friedman requested clarification if it would be acceptable to the TDC if the Apalachicola Bay Chamber leased a partial space in their building. Cook doesn't see a problem. No action needed.

Friedman questioned some FACEBOOK internet pages and voiced concerns about TDC control for social networking. Taylor explained that one is a "profile" and the other is a "page" - not two FACEBOOK profiles. It was set up in order to maximize the post. Discussion tabled to the January Marketing Committee meeting.

Parker and Friedman stated they were unable to connect to the FCTV streaming.

Public Items for the Good of the Order:

January 18, 2011 Committee Meeting, City of Apalachicola Community Room, 1:00 PM

New Schedule: Board Meeting, February 8, 2011, Franklin County Courthouse Annex, 3:00 PM

Adjourn – Meeting was adjourned at 4:18 P.M.