

Franklin County Tourist Development Council Board Meeting
Carrabelle City Hall Meeting Room
March 8, 2011 - 3:00 p.m.
MINUTES

DRAFT

In attendance: Vice Chair Collins, Allen, Cook, Friedman, Hauser, Parker, Prickett; absent Chair Lockley;

Recording: Curt Blair, Fran Edwards

Guests: Steve Allen, Tamara Allen, David Butler, Cindy Clark, Skip Frink, Anita Grove, Terry Kemp, Tana Kendrick, Linda Minichiello, Marian Morris, Cheri Novaria, Dixie Partington, Royce Rolstad, Charlotte Schneider, Rev. John Sink, Lois Swoboda, and Suzanne Zimmerman.

Call to Order – Vice Chair Collins called the meeting to order at 3:14 p.m.

Introductions – Vice Chair Collins recognized the audience and called for introductions.

Amendments to Agenda – Vice Chair Collins invited amendments to the Agenda. None were reported.

Board Minutes of February 8, 2011 – Motion to approve as written:

Motion: Cook, 2nd Friedman, passed

Administrative Report – Blair reported on the following items:

Collections -collections remain flat at this time, approximately up 1%

BP Grant Request Phase 4 - reported no new information had been received

My Emma costs (Approval of unbudgeted email/inet costs) – request by 2Kwebgroup for approval of charges in excess of standard contract, \$1,938 for renewal and increase in 17,500 emails through MyEmma, request for \$900 annual renewal for expiring domain names and \$300 annual web hosting fee. Motion to approve up to \$3,138 in additional website costs from promotional budget allocations:

- Motion: Hauser, 2nd Allen, passed

Official TDC Imprinted Stationery request – Staff requested expenditure to purchase imprinted stationery for a more professional look for TDC and to save time of a “cutnpaste” method: Motion to approve up to \$750 for imprinted stationery and envelope supplies:

Motion: Hauser, 2nd Allen, passed

Plaque request for Brenda Ash – Motion to purchase an appreciation plaque for former member Ash payable out of administration allocation:

Motion: Cook, 2nd Hauser, passed

Committee Reports

Marketing:

Marketing Committee Report - Marketing Chair Hauser distributed a current pending activities report for marketing for TDC

Bay Media Report – Cindy Clark reported on current activities reporting that Visit Florida has requested “Trivia Questions” about Franklin County. The Council requested she email all members and request suggestions. She indicated the bank of “Visit Florida Giveaway Packages” had been exhausted. She requested the Board’s wishes if she should contact lodging providers and other businesses for more items to “bank” for future giveaways. Motion to proceed by contacting lodging providers, placing an article in the TIMES and soliciting businesses for generic amenities to be included in the future packages (to expire in one year). Visitor Centers to assist with contact to their database:

Motion: Hauser, 2nd Cook, passed

2KWebgroup Report – Tana Kendrick presented a current activities report and commented on the progress of internet interest in the TDC website.

FCTV Report – Royce Rolstad reported the current FCTV broadcasting activities relating to the TDC coverage and productions.

Geiger Research Trip – Hauser reported that Shari Hubbard and a Geiger staff member would make a preliminary visit to FC on March 17 and 18 to refine the pending press tour activities.

Franklin County Visitor’s Guide – Item referred to Marketing Committee for discussion.

Grants:

Committee Chair appointment – Vice Chair Collins reported that Diana Prickett agreed to appointment as Chair of the Grants Committee, and Parker was assigned as Vice Chair of the Grants Committee.

Small Grants Guidelines Review – Chair Prickett reviewed the hand-out of the recommendations from the Grant Committee Meeting of February 15, 2011 attached by reference to this report.

Motion to accept 1) Small Special Grants of \$500 - to allocate \$8,000 in 2011-12, payable \$2,000 per quarter; any unused amount in any quarter will be rolled over to subsequent quarters.

Motion to accept 2) Small Grant Program for a total of \$74,000 to be allocated in 2011-12 and \$18,000 will be allocated to promotional assistance; awards will qualify for \$2,000 per event, per day; no more than \$5,000 total per event, with a maximum of \$10,000 in small grant awards allowed to any one organization per year;

Motion to accept 3) Sustaining Grants - annual allocations that will be available will be based on the availability of funds and the number of sustaining grant requests submitted; sustaining grant recipients will be eligible for up to an additional \$10,000 each year in other TDC grants.

Motion: Friedman, 2nd Cook, passed

Policy issue 1: the following did not pass and will be discussed further at the Grant Committee meeting: “for the first 5 years of funding, 50% of the small grant award must be used for out-of-county advertising; the second 5 years of funding, 100% of the small grant award must be used for out of county advertising;

Policy issue 2: the following did not pass and will be discussed further at the Grant Committee meeting: “after 10 years of funding organizations are limited to receive ½ maximum available...” Motion to table the two policy issues above to the Grant Committee meeting:

Motion: Parker, 2nd Friedman, passed

Continuing Business

RFP Visit Fla Photo Shoot – Blair reported that the photography proposals received will be reviewed at the next Marketing Committee meeting for recommendations to the Board.

TDC Procedures Document – Blair reported some requested changes had been received, but Vice Chair Collins requests Board members to please review this important document and send change comments to Blair for reviewing the document at a future committee meeting.

2011-12 TDC Budget – a draft budget was distributed and will be reviewed for recommendations at the next meeting.

Financial Statements – Blair distributed a Franklin County Finance Office report of Revenue and Expenses which the county generated from their records; a more concise explicit report was generated by staff and distributed. The choice of report will be recommended to staff at the next meeting.

Email Accounts – Friedman requested that Blair and Edwards use an email from the TDC website.

Motion: Friedman, 2nd Cook, passed

Reports by Local Government Representatives

Franklin County – no report

City of Apalachicola – Cook distributed an updated record for the City's allocation

City of Carrabelle – Allen requested information from staff as to the recap of \$ that Carrabelle had been paid and what it would have been for. Staff will confer with Allen on this matter as the records were not at hand.

(During the session, it was noted the official time was nearing 5:00 p.m. Vice Chair Collins announced the meeting would continue.)

New Business

TDC Board Appointment selection process – Motion for Staff to place a board vacancy announcement in the TIMES next available publication, citing the requirements and mandating the Florida Statutes for filling a board position.

Motion: Prickett, 2nd, Cook, passed

Seafood Marketing Budget - Friedman requested information as to this budget allocation; Hauser indicated she and Cindy were proceeding with a marketing plan and are in conversations with the Florida Department of Agriculture, Visit Florida, and other venues as to joint efforts that would spread the seafood marketing visibility at less costs to our TDC than would be available to accomplish this marketing as a single unit. These findings and recommendations would be discussed at the next Marketing Committee meeting.

Lombardi statutory compliance - Friedman discussed suggesting to the County that \$15,000 TDC funds and prison labor be used to upgrade Seafood Landing and suggested that events be scheduled at that site. Motion to have staff work with the County to arrange for funds to be allocated in County's available allotment for improvements to the Lombardi site.

Motion: Friedman, 2nd Prickett, passed

Special \$500 Grant Requests -

\$500 request/Rock by The Sea V

\$500 request/Friends of Franklin County Public Library

\$500 request/SGL Lighthouse

\$500 request/CCJ Smithsonian Day

Motion to grant \$500 award to Rock by the Sea V, SGL Lighthouse Day, and the Camp Gordon Johnston Smithsonian Museum Day; Motion that Friends of Franklin County Public Library event did not appear to meet the guidelines that it would generate tourism and was not approved:

Motion: Friedman, 2nd, Parker, passed

Public Items for the Good of the Order:

Meeting Schedule:

3/15/11 Committees, City of Ap meeting room 1:30 pm REVISED DATE

4/12/11 Board, FC Courthouse Annex 3:00 pm

Motion to approve the 3/15/11 Committee meeting be changed to the 5th Tuesday of March on 3/29/11 at the City of Apalachicola Meeting Room, beginning at 1:30 p.m. and beginning in April, the committee meetings will be held on the 4th Tuesday of every month.

Motion: Hauser, 2nd Allen, passed.

Rev. John Sink asked the Board if any action had been taken on his request for funds to assist in a sea oats planting program he was conducting on St. George Island. Staff responded that an inquiry had been made to the County and that they would follow up on the request.

Motion to expense up to \$2,500 of the County's capital expense allocation for the project.

Motion: Parker, 2nd Friedman, passed

Meeting was adjourned at 6:10 pm.