

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Franklin County Courthouse Annex**  
**Apalachicola**  
**Conflict with Election Day, Rescheduled to November 9, 2010**  
**Beginning at 3:00 PM**

**Board Minutes**

**In Attendance:** Chair Sanders, Allen, Ash, Collins, Friedman, Hauser, Parker, Prickett, Taylor

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Michael Allen, , Cindy Clark, Anita Grove, Tana Kendrick, Sandra Kenniston, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Chuck Spicer, John Spohrer.

- I. **Call to Order** – Chair Sanders called the meeting to order at 3:00 p.m.
- II. **Introductions** – Chair Sanders recognized the audience
- III. **Amendments to Agenda** – None were requested
- IV. **Minutes** of October 5 Council Meeting – Motion to accept Minutes of Oct 5, 2010  
Motion: Collins, 2<sup>nd</sup>, Prickett, passed  
Committee Report of October 19 were distributed for review. No action required

**V. Staff Reports**

Administrative Report

Collections - Blair reviewed current collection information and indicated that collections to date are only down .44% from last year.

Phase 4 Update – Blair reported there was no current news about further BP funding

Board Meetings schedule locations review – Blair ascertained that Carrabelle meetings had been scheduled to coincide with FCBOC meetings in Carrabelle. However, FCBOC meets only twice a year (third Tuesday in June & December) in Carrabelle. He requested the pleasure of the board as to scheduling the Carrabelle meetings. Chair Sanders indicated her wish to continue quarterly meetings in Carrabelle.

Motion to continue the schedule of quarterly board meetings in Carrabelle for December, March, June, and September, in addition that the December 21, 2010 and June 21, 2011 Committee Meetings be located in Carrabelle on those two days that FCBOC meets in Carrabelle.

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

Gift Card Program Review – Blair discussed that 477 cards were leftover and requested the board to discuss ideas for these cards.

Motion to redeem 158 cards to repay the “reserve” funds used for the purchase. Remaining card use options will be discussed at the Committee Meeting of November 16.

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

Blair requested input from the board relating to an inquiry received about public information concerning which lodging provider received how many cards. No public documentation has been distributed but that records were held in office. Board declined for staff to spend the time to create such a document.

**VI. Committee Reports**

Marketing:

- Media Campaign – Hauser and Cindy Clark explained a CORE/“bare bones” marketing scenario based on proven records of effectiveness for our target markets and based on recommendations presented at the October Committee meeting.  
Motion to accept \$30,000 recommendation for advertising:  
Motion: Ash, 2<sup>nd</sup> Hauser, passed
- Geiger’s November Press Tour update - Recommendation to expense \$1250 for food:  
Motion to expense up to \$1250 for the reception to be paid from Administrative funds.  
Motion: Ash, 2<sup>nd</sup>, Prickett, passed

Grants:

- Panhandle Players Fall Production request to transfer funds to April Production  
Motion to allow Panhandle Players to transfer \$2000 November grant funds to their April production at the Dixie.  
Motion: Ash, 2<sup>nd</sup>, Hauser, passed
- Visit Florida Photo Shoot Grant Update – Taylor reported the final scheduling dates will be set next week with Wakulla and Gulf Counties.

**VII. Continuing Business - None**

**VIII. Reports by Local Government Representatives**

Franklin County: - None

City of Apalachicola: - None

City of Carrabelle: Allen conveyed the successful presentation by Crooked River Lighthouse and Panhandle Players for the Lantern Fest on Halloween Eve.

**IX. New Business:**

Forgotten Coast TV/Media Com- John Spohrer – John Spohrer presented a Proposal to the Board for increased funding. Forgotten Coast TV will be enhancing capabilities in the near future with more exposure markets. Chair Sanders requested this item be tabled until after the FCBOC meeting on November 16.

**\$500 Grant Requests for 2010-11**

Apalachicola Area Historical Society/Ilse Newell Concert Series \$500 request

H’Cola/8<sup>th</sup> Annual African-American History Fest \$500 request

City of Apalachicola/Volunteer Fire Dept Oyster Cook-Off \$500 request

St. James Lanark Volunteer Fire Dept Gumbo&Chili Cook Off \$500 request

SGI Bus Association/Lighting of the Palms \$500 request

Motion to accept all five \$500 grant requests presented:

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

Rotary Club request for \$2500 for sea oats seedlings on SGI – this request does not fit any present TDC categories. The request will be reviewed by the FCBOC and discussed at the November 16 TDC Committee meeting.

Motion to table request for next Committee meeting:

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

**X. Public Items for the Good of the Order** – Tamara Allen invited everyone to the Holiday on the Harbor on December 11. Vendor tables for non profits are free, \$25 to all other vendors. Call Tamara at 524-1153 for reservation of table.

Taylor reminded everyone about the county Toy Project and requested items.

XI. **Adjourn** – Chair Sanders adjourned the meeting at 4:35 p.m.