

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Frankly County Courthouse Annex**  
**Apalachicola**  
**October 5, 2010**  
**Beginning at 3:00 PM**

**MINUTES**

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

**Recording:** Blair, Edwards

**Guests:** Cindy Clark, Bonnie Gomes, Anita Grove, Tana Kendrick, Dixie Partington, Royce Rolstad, Elaine Rosenthal, Lois Swoboda, Bill Willick, and Suzanne Zimmerman

**Call to Order** – Vice-Chair Sanders called the meeting to order at 3:00 p.m.

Introductions – Guests were recognized and Anita Grove introduced Bonnie Gomes, the new owner of Oyster Radio who explained her plans for enhancements to the station and that ad opportunities will be forthcoming for the TDC.

**Amendments to Agenda** – none requested

**Minutes:** September 7 Council Meeting/Minutes of September 21 Special Meeting – Motion to approve both September 7 and September 21 minutes with no changes:

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

**Staff Reports**

Administrative Report

Collections – an updated collections report was distributed and is attached by reference. Overall for the fiscal year, collections are down 2.78%

Phase 4 Discussion – a proposed draft to BP was distributed to members for review. Motion to approve submittal to BP contingent on changes agreed:

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

**Committee Reports**

Marketing:

September Seafood Promotion Review – Blair discussed the success of the promotion and indicated about 200 cards were not distributed. Discussion of how to proceed with the leftover cards will be tabled to the next committee meeting.

Geiger's November Press Tour Date – Motion to approve November 10-14 for the first 2010-11 Press Tour dates and Welcome Reception to be held at Carrabelle Boat Club. Second press tour date to be set by December (to be seafood-related).

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

Motion to approve up to \$750 for the press tour reception in Carrabelle. Staff to send invitations.

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

850 Publication – Motion to approve Dec-Jan issue full page with advertorial at the discounted rate of \$1625 and Bay Media to proceed:

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

Garden and Gun – Dec/Jan issue rate offered \$4,000 qtr page; 1/6 page \$2500 includes 2 months free banner ads. Tabled for next Committee meeting agenda.

Cindy Clark indicates she has been inundated with advertising offers and requested that the Board review these opportunities at the next Committee meeting.

TV Interviews person: Motion to appoint Sheila Hauser as publicity contact for interviews; Hauser accepted.

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

#### Grants:

Plein Air Reimbursement Acceptance – staff requested a late reimbursement request be allowed to submit for payment for Plein Air. Motion to approve reimbursement package to stand and submit for payment:

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

Panhandle Players Fall Production cancellation request to transfer funds to Spring Production – Staff to review if the request meets grant guidelines and to review at next Committee Meeting.

**Continuing Business** – An airport review indicates that the average visitor spends about \$1500 on a weekend. Staff will review report.

#### **Reports by Local Government Representatives**

Franklin County: - Chair Sanders reported that all TDC contracts were approved at the earlier FCBOC meeting on October 5, 2010.

City of Apalachicola: - no report

City of Carrabelle: Allen reported a film crew will be visiting Carrabelle to investigate the “Carrabelle Cat” reports of sightings. Allen indicated this could be used as a marketing tool for the TDC.

#### **New Business:**

Helen Spohrer resignation – Motion to accept Chair Spohrer’s resignation and approve a plaque be presented to Chair Spohrer for her services:

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

Sanders accepted move appointment from Vice Chair to Chair. Vice Chair to be appointed.

Prickett requested that she be removed as her dual role of Chamber rep/Accommodations rep and transferred to Helen Spohrer’s accommodation designee on the board. Motion to move Prickett to accommodations designee.

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

Motion that staff inform Apalachicola Chamber of vacancy and request name of replacement by October 19:

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

Staff to submit letter to FCBOC on October 19 for approval of these TDC board changes.

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

Hauser reported to the board her attendance and review of the Visit Florida Governor’s conference held recently in Orlando.

**Adjourn:** The meeting was adjourned at 4:25 pm