

**Franklin County Tourist Development Council**  
**COUNCIL MEETING**  
**Franklin County Courthouse Annex**  
**September 7, 2010**  
**Beginning at 3:00 PM**

**MINUTES**

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

Recording: Blair, Edwards

Guests: Tamara Allen, Cindy Clark, Jamie Daniels, Anita Grove, Tana Kendrick, Elaine Rosenthal

- I. Call to Order – Chair Spohrer called the meeting to order at 3:05 pm.
- II. Introductions – Chair Spohrer recognized all guests and Blair introduced Jamie Daniels, who is assisting TDC staff with the gift card program.
- III. Amendments to Agenda – none requested
- IV. Minutes of August 10 Council Meeting – Motion to approve with changes  
Minutes of August 17 Special Meeting – Motion to approve with changes  
Motion: Prickett, 2<sup>nd</sup> Taylor, passed
- V. Staff Reports
  - Administrative Report –Blair indicated he was working with the NW Coalition of TDCs regarding future funding from B P
  - Collections - Blair commented on the Collections report distributed to members and which is attached by reference to this report; that collections are up 5.6% over the previous collections in June of 2009 and up nearly 1% for the FY.
  - Staff Assistance – Jamie Daniels was introduced as additional staff for the BP Phase operations.
  - TDC Executive Staff Council
  - BP Staffing Costs – Staff reported that additional administrative costs associated with BP activities were the subject of a claim filed by the TDC. Final word on that claim is pending. In addition, staff provided a variety of promotional services relating to the Oil Spill activities. Including activities currently underway in providing for the distribution of the gift cards. Promotional activities eligible for funding under the BP grant awards total \$18,039 to date. Staff requested approval of the invoice for appropriate promotional activities.  
Motion to approve payment to Allyn Inc. for up to \$18,039 in Phase 2 and 3, for their promotional services from April-September 8, 2010.  
Motion: Collins, 2<sup>nd</sup> Prickett, passed
  - Phase 3 Budget Revisions -Blair updated the board with information that the FCBOC had approved Phase 3 budget revisions to order 2,200 more gift cards at their morning meeting today 9/7/10. Blair requested FCTDC approval for the Phase 3 budget revisions.
    - Motion to approve revisions to Phase 3
    - Motion: Parker, 2<sup>nd</sup>, Hauser, Passed
- VI. Committee Reports
  - Marketing:
    - September Seafood Promotion – Chair Spohrer concurred that the September Seafood Days promotion had been very successful. The FCBOC was pleased with the emphasis on Seafood for the event, and the FCBOC wished to re-state their priority to market local seafood.

- Scenic Trails request –FCBOC approved the \$25,000 request by Big Bend and that the payment would be paid in two installments from FCTDC promotional funds as approved at the TDC meeting of 8/17/10.
- Visit Florida Partner Renewal payment approval – Motion to approve renewing membership in Visit Florida and to pay the invoice due of \$395.
  - o Motion Parker, 2<sup>nd</sup> Hauser, passed

Grants:

- Approval of “Seed Money” Grant Contract - a revised “Seed Money” Contract was distributed to board and is attached by reference to this report. Motion to accept new contract for Seed Funded Sustaining Grants, payable in two advance equal installments, Oct and April:
  - o Motion: Taylor, 2<sup>nd</sup> Hauser, passed

VII. Continuing Business – Staff reviewed the existing FCTDC contractual agreements in place for 2009-10 and requested whether they would be extended to the next fiscal year. Motion to approve all existing contractual agreements presently in place for the following vendors for 2010-11:

2Kwebgroup

Allyn

Bay Media

Forgotten Coast TV

Geiger

Visitor Centers at Apalachicola Chamber, Carabelle Chamber, SGI Lighthouse

Motion to extend all existing contracts to 2010-2011, including the three Visitor Centers:

Motion: Collins, 2<sup>nd</sup> Parker, passed. Sanders and Spohrer abstained

VIII. Reports by Local Government Representatives

Franklin County: no report

City of Apalachicola: no report

City of Carrabelle: no report

IX. New Business: none reported:

Anita Grove requested use of some partial video clips for the Apalachicola Chamber. FCTV indicated they could not split out certain clips so access was denied.

Chair Spohrer requested 2Kwebgroup to refine the statistic reporting for the website. 2Kwebgroup agreed.

X. Public Items for the Good of the Order – none reported

XI. Adjourn: Chair Spohrer adjourned the meeting at 4:00 p.m