

FRANKLIN COUNTY TOURIST DEVELOPMENT COUNCIL

SPECIAL EMERGENCY BOARD MEETING

City of Apalachicola Community Room

May 24, 2010 beginning at 3:00 pm

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

Recording: Edwards, Blair

Guests: Debbie Geiger/Shari Hubbard via SKYPE, Cindy Clark, Tana Kendrick, Nancy Petrucka, Candy Varnes

Chair Spohrer called the meeting to order at 3:00 p.m.

Chair Spohrer indicated this special meeting was posted and the purpose of the meeting was to identify the MARKET, the MEDIA, and the MESSAGE to be used by the FCTDC for the emergency campaign to try to salvage the high season tourism rental market in Franklin County. She indicated \$24,000 was available to use for this purpose through July and stated the campaign should be underway no later than June 1.

Market Identification: The consensus of the board was to cover Atlanta area, South Georgia, Nashville area, North Alabama, Birmingham, East and South Florida, Tallahassee and Lexington, Kentucky.

Media Identification: The consensus of the board determined the following media should be used:

Visit Florida free TV and banner ads - **SCRIPT FOR 10-SECOND TV SPOT:** Visit A Natural Escape on the Gulf of Mexico – St. George Island, Carrabelle, Apalachicola and Alligator Point. anaturalescape.com - Cindy Clark will follow up

Google ad words – Candy Varnes will follow up - \$1500 allocated Google Ad words (\$1,000 for consultant, plus \$250 per week)

Facebook, Yahoo, MSN ads, ad words - \$250 per week

Internet – online ads for Sunday Travel Sections in Atlanta Journal and Nashville - \$1000 allocated -

Feeder market newspaper/online banner ads (Atlanta, Nashville, Lexington, Birmingham, Jacksonville, Tampa, St. Pete) - \$1500 per week - Cindy Clark will follow up to get a media buy proposal for the online banner ads and the local media.

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TDC Website, create a new page with focus on lodging providers – Tana Kendrick will design a new landing page for us to use during this campaign that will feature the Lodging Providers, the Daily Beach Report, and the Webcams.

Webcams – TDC will be allowed to use some existing cams now in place – Curt Blair to follow up and work with 2Kwebgroup for website visuals.

Local media press releases by Cindy Clark: WOYS Radio, TIMES, Coastline, Chronicle - \$1,000 allocated (\$250/week)

Geiger & Associates will move ahead with whatever they can do

TV – Channel 6 WCTV Tallahassee and S Georgia areas– Sheila Hauser will follow up - \$3000 allocated @ \$1500/week, 2 week trial

Video Beach Reports - FCTV

Telephone phone tree setup through Fairpoint– automated message with other lines for live person – Fran Edwards to follow up. \$50 set up, \$6.95/line/month.

Message: Crisp, Clean, Simple! Slogan “Why Wait – Don’t Hesitate”

The meeting was adjourned at 5:00 p.m.