

## Franklin County Tourist Development Council

### Special Council Meeting City of Apalachicola Community Room April 26, 2011 Beginning at 1:30 p.m.

#### MINUTES

**In attendance:** Vice-Chair Alice Collins, Cal Allen, Frank Cook, Sheila Hauser, John Hosford, Paul Parker, and Dianna Prickett; absent Chair Cheryl Sanders and Mark Friedman

**Recording:** Blair, Edwards

**Guests:** Charolette Bacher, Cindy Clark, Debbie Geiger, Bonnie Gomes, Anita Grove, Lou Kellenberger, Terry Kemp, Tana Kendrick, Marie Marshall, Dixie Partington, Nancy Petrucka, Clarice Powell, Royce Rolstad, Joe Taylor, Candy Varnes, and Betty Webb

Vice-Chair Collins called the meeting to order at 1:40 p.m. She welcomed John Hosford as a new board member, and recognized the audience.

Draft Minutes from the April 12, 2011 meeting were tabled for approval at the May 10, 2011 meeting.

#### **Discussion of the Phase 4 BP Grant:**

Vice-Chair Collins stated this special meeting had been called to discuss the recent BP Grant awarded by the Governor's Memorandum of Understanding to the Northwest Florida Coalition of TDCs. Public notice requirements for the special meeting were met and presented.

The board was distributed a copy of the MOU, the FCTDC Oil Spill Impact Plan for April 2011-March 2012 as revised on 4/3/11, a proposed 2011-12 budget that incorporated the 3<sup>rd</sup> BP installment funding, and a Memorandum to the Board regarding marketing venues. Curt Blair began the discussion by explaining the award. Mr. Blair explained that BP had accepted the FCTDC Oil Spill Impact Plan April 2011-March 2012. It was explained that BP and the NF Tourism Coordinating Council were still working out all of the details of the grant and that further clarification would be provided grant recipients.

The total award to Franklin County is \$1,666, 693, payable in three installments over the next twelve months. Staff reminded the board that BP had limited the use of the funds to approved plan elements, that the TDC would not be able to use funds for administration, and that use of an advertising agency would be appropriate.

After considerable discussion and public input, the following motion was made.

Motion: Staff is instructed to contact Helen Spohrer to determine interest in submitting a proposal at the next Board meeting to serve as the Agency of Record for the TDC in the use of the fourth round of BP funds. Such proposal should include use of existing contractors, additional creative support from outside sources, and be consistent with the BP MOU

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

**2011-12 Budget:**

Staff discussed items affecting the current 2010-11 FY budget and the need for a budget amendment to encompass the BP funding. Board members reviewed the proposed 2011-12 revised budget allocations, requested at the last meeting, that includes the 3<sup>rd</sup> BP installment for Phase 4. Staff advised the Board that a 2010-11 budget amendment will be prepared for grant expenditures in the current fiscal year.

Motion to accept the proposed 2011-12 budget as revised and present to the Finance Office on May 2, 2011:

Motion Hauser, 2<sup>nd</sup>, Cook, passed

**Gulf State Bank Building:**

Staff reported to the Board that several members had asked about the TDC's possible interest in acquiring the Gulf State Bank Building in Eastpoint for use as TDC offices and tourist facilities. As the subject was not included in the call for the meeting, no action could be taken on the subject. Staff requested Board members comment on their interest to guide staff in the scheduling of an agenda item on the matter at the next Board meeting. Vice-Chair Collins stated she thought it was an excellent opportunity for a Visitor's Center and Administrative offices for the FCTDC. Hauser, Parker, and Hosford expressed enthusiasm for the site.

The meeting was adjourned by Vice-Chair Collins at 3:00 p.m.