

Franklin County Tourist Development Council
Franklin County Courthouse Annex
Board Meeting, February 8, 2011, 3:00 p.m.
BOARD MINUTES

In attendance: Vice Chair Collins, Allen, Friedman, Hauser, Parker, Taylor

Recording: Blair, Edwards

Guests: Tamara Allen, Jamie Atchison, Cindy Clark, Anita Grove, Vivian Hitt, Terry Kemp, Tana Kendrick, Royce Rolstad, Don Tonsmeire, Kay Wheeler, and Suzanne Zimmerman

Call to Order – Meeting was called to order at 3:08 pm by Vice Chair Collins.

Introductions – Vice Chair Collins recognized the audience and requested if any introductions were in order.

Amendments to Agenda – none requested

Minutes of January 4, 2011 Council Meeting – Motion to approve with no changes:

Motion: Parker, 2nd, Hauser, passed

Committee Report for January 18, 2011 was distributed to Board for review. No action required.

Administrative Report

Collections – Blair commented on the current collections to date

TDC Policy Document – Board members received this document and Blair requested it be reviewed at the next Board Meeting on March 8, 2011 with input from the Board.

2011-12 Budget – The 2010-11 budget was distributed to the Board and will be reviewed at the next Board Meeting on March 8, 2011.

NW Florida Golf Trail – Blair indicated that the FCTDC membership fee to join this organization had been returned to FCTDC as the organization has been disbanded. Check was given to Finance for deposit back into TDC funds.

Committee Reports

Marketing:

Bay Media Report – Cindy Clark distributed a report and updated the board with current accomplishments.

2KWebgroup Report – Tana Kendrick distributed a report of web activity and updated the board with current accomplishments. Motion to proceed with the new webpage to be completed by the next Board meeting:

Motion: Taylor, 2nd Hauser, passed.

Marketing Committee Retreat Update to March 29 – Funding, Agenda – Hauser reviewed pending developments for the Retreat. Further board discussion directed Hauser to contact Geiger as a possible facilitator; Collins requested references for the www.catchyourlimit.com facilitator; Motion to move date of the retreat to May 4, 2011 and expense an additional \$1,000 for a facilitator, (this would be a total of \$2,000 approved for the expenses of a retreat).

Motion: Taylor, 2nd Allen, passed

Franklin County Visitor's Guide – Taylor explained the \$20,000 for printing has been set aside for this expense and if FCTDC is awarded an advertising grant of \$2,500, this award would be used toward production.

Motion to proceed with an all-county Visitor Guide:

Motion: Parker, 2nd Collins, passed

Geiger Tour preparations – The Spring Press Tour has been set for May 11-14. Geiger is in process of completing the media kit, participants, and airport information for the journalists.

Grants:

Off Season Grant Timeline Calendar – Motion to proceed and post the calendar:

Motion: Parker, 2nd Hauser, passed

Off Season Grant Survey Form – Motion to proceed and post:

Motion: Parker, 2nd Hauser, passed

Visit Florida Grant Photo Shoot RFP – Motion to proceed and post:

Motion Parker, 2nd Hauser, passed

2011-12 Visit Florida All County Brochure Grant Application Draft – Motion to approve the grant application and submit to Visit Florida for review.

Motion: Parker, 2nd Hauser, passed

Continuing Business:

FACEBOOK follow-up and seminar – Cindy Clark informed the board that Visit Florida will serve as moderator and conduct a social media seminar after the Committee Meeting on February 15, 2011 at the Apalachicola Community Room. Emails have been sent to board members, lodging providers and all grant recipients with an invitation to participate.

Reports by Local Government Representatives

Franklin County: Blair informed the board that the county has requested a recap of unused funds from the TDC allocation. Staff directed to proceed with a letter to the county with the information.

City of Apalachicola: no report

City of Carrabelle: Allen distributed a letter from the City of Carrabelle indicating some funding that was expensed. Allen was directed to request Carrabelle to revise the letter to indicate the intended improvements for the TDC allocation and that it would require review by the Clerk of Court for approval and reimbursement.

New Business:

Use of “A Natural Escape” slogan – Consensus by the board that no violation occurred since the slogan is not trademarked, and that the FCTDC wants people to use “anaturalescape” in their advertising.

Franklin’s Promise \$500 request – Motion to approve \$500 for the “Jive with Jazz” sponsored by Franklin’s Promise.

Motion: Parker, 2nd, Allen, passed with Taylor abstained

Don Tonsmeire, Apalachicola Riverkeeper funding request – Motion to approve \$1,000 out of Seafood Marketing funds for the Quarterly ACF Stakeholders Meeting on March 17-18, 2011 and that the TDC logo be used on their advertising for the event.”

Motion: Friedman, 2nd Parker

FCTDC Gift Bags – Motion to approve the use/fill of enough TDC gift bags to supply FWC meeting on February 22,23,24; 50-60 bags for the Riverway South Summit meeting on March 10,11; 55 bags for the ACF Stakeholders meeting March 17,18.

Motion: Taylor, 2nd Friedman, passed

Friedman brought to the attention of the board to review the \$77,000 in the new 2011-12 budget for the Lombardi property allocation and indicated he wished to discuss further before approval.

Friedman requested that the Board be supplied with monthly financial information as to what has been spent and what funds remain to be expensed. Blair was directed to present what report formats might be available at the next Board meeting for review.

Public Items for the Good of the Order:

February 15, 2011 Committee Meeting, City of Apalachicola Community Room, 1:00 PM

March 8, 2011, Carrabelle City Offices, Carrabelle, 3:00 PM

Adjourn – The meeting was adjourned by Vice Chair Collins at 4:45 p.m.