

**Franklin County Tourist Development Council
Board Meeting
Carrabelle City Complex
Carrabelle, Florida
Wednesday September 3, 2014, 3:00 P.M.**

MINUTES

In Attendance: Chair Pinki Jackel, Walter Armistead, Frank Cook, Beverly Hewitt, Paul Parker, Diana Prickett, Charlotte Schneider; absent was Rex Pennycuff and Chester Reese;

Recording: Curt Blair, Fran Edwards

Guests: Tamara Allen, Cindy Clark, Delores Hardin, Tana Kendrick, Brenda LaPaz, Joan Matey, Linda Minichiello, Atul Patel, Chuck Spicer, Suzanne Zimmerman; Roger?, SGI V Ctr Rep

Call to Order: Establishing a quorum, Chair Jackel called the meeting to order at 3:00 p.m.

Introductions: None

Amendments to Agenda: None

Minutes of August 4, 2014 Council Meeting;

Motion to approve Minutes as presented:

Motion: Prickett, 2nd, Cook, passed unanimously

Administrative Reports:

Curt Blair confirmed with the board their email receipt of the following documents:

Collections - Year to date receipts are up 5%

Financials - No questions were asked by the Board

Media/Web Stats - copies of the Marketing Report and Web Stats were distributed. Board had no questions

Visitor Centers Contract - Blair confirmed with the board that the draft of the contract in their package had only one change from the 2013-14 contract- #11 was added to the contract as follows: "The TDC reserves the right to modify requirements regarding signage, email collection, displays and materials distribution in accordance with TDC policy."

Motion to approve the revised 2014-15 Visitor Centers Contract as presented; motion includes contract award to four Visitor Center locations - Apalachicola Bay Chamber, Carrabelle Area Chamber, Eastpoint location for Franklin County Visitor Center, and SGI Visitors Center:

Motion: Hewitt, 2nd, Cook, passed unanimously

Chair Jackel discussed the new Eastpoint location with the board. She discussed establishing a TDC administrative office at the Eastpoint location and inquired if the total board would be in agreement? She suggested that current TDC administrator, Curt Blair, be asked to consider staffing and to operate the Eastpoint Visitor Center under the 2014-15 Visitor Center contract, since the administrative office would be at the same location. Discussion ensued as to the possible success for this center due to the location. All were for the center; some were somewhat skeptical as to use by tourists. Curt Blair agreed for Allyn to operate the Eastpoint location for the Franklin County Visitors Center.

Motion to approve establishment of administrative offices at the Eastpoint Visitor Center, that Allyn be awarded the 2014-15 Visitor Center contract for operations at the Eastpoint Visitor Center:

Motion: Parker, 2nd, Schneider, passed unanimously

Annual Work Plan - Blair informed the board that TDC service providers would be working to establish an annual work plan for the new fiscal year.

Committee Reports:

Grants Committee

Non-profit Participation Responses - Blair informed the board that 17 events had been submitted by non-profit organizations so far.

Non-profit Marketing Workshop - Blair suggested that a Promotional Workshop for non-profits participating in the 2014-15 Promotional Assistance be conducted so that recipients and interested parties could be advised as to how the responsibilities for promotional assistance offered by the TDC for 2014-15 would be handled, and what is expected of the non-profit organization for their event(s). Agreed. Schedule for October.

\$8,000 allocation for \$500 grants - item tabled for discussion at the Committee Meeting of September 17, 2014

Marketing:

Forgotten Coastline Insertion "TDC Give-away" - A draft insert for the October issue of Forgotten Coastline was distributed and comments were made about adding information, QR codes and URLs. Staff made notes to revise.

Welcome Signs - Sign Design could not attend the meeting, so the prototype sign will be presented at the Committee meeting of September 17th.

Visit Florida Grants Publications - Cindy Clark requested approval to proceed with the three following brochures to be paid from the Visit Florida Grant Award: Carrabelle Historical Walking Tour; All County Lighthouses; and All County Museums;

Motion to proceed and approve publishing of the : Carrabelle Historical Walking Tour; All County Lighthouses; and All County Museums;

Motion: Cook, 2nd, Schneider, passed unanimously

New Logo Registration - Blair stated that at the request of the Board, staff had found that the new "Oyster logo" could be registered to safeguard the design so that it could be used for t-shirts and other uses of print. Blair said the design could be registered online with the government for \$395 and requested approval from the board to do so.

Motion to register the new Oyster Logo and approval expense of \$395:

Motion: Hewitt, 2nd, Cook, passed unanimously

Randall Marketing Visit Schedule - Blair distributed a Schedule for Scope of Work for Judy Randall's visit on November 5 and 6, 2014. He requested the November TDC Board meeting be moved from Wednesday November 5, to Thursday, November 6 so as to accommodate Ms. Randall's travel plans. Agreed.

Continuing Business:

Board Vacancies - Blair indicated a Board Vacancy announcement is running in the Apalachicola Times and on the TDC website, but that no person has applied for the position. The ad will continue for two more weeks.

Beverly Hewitt supplied copies of the Apalachicola Bay Chamber's documentation for the \$6,000 funding allocation for their travel writer expenses.

Reports by Local Government Representatives:

Franklin County: Chair Jackel discussed the deteriorating conditions of the historical Carrabelle Beach restrooms, and the SGI Lighthouse area restrooms. That Carrabelle Beach restrooms are not ADA, the concrete is disintegrating and it is in need of urgent repairs. She requested the board to allocate \$150,000 TDC funds toward this project. She requested a primary allocation of \$10,000 TDC funding to bid out specifications intended for the total repairs.

Motion to allocate \$10,000 from the 2013-14 Eastpoint operational funding of \$35,000:

Motion: Marker, 2nd, Hewitt, passed unanimously.

City of Apalachicola: no report

City of Carrabelle: no report

New Business: none

Public Items for the Good of the Order: Reminders:

Wednesday September 17, 2014 Committees, Carrabelle City Offices, Carrabelle

Wednesday October 1, 2014 Board Meeting, location to be determined

Adjourn: The meeting was adjourned by Chair Jackel at 4:15 pm.