

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, February 14, 2018 2 P.M.**

AGENDA ITEM V.

DRAFT MINUTES

In Attendance: Major Van Johnson, Sr., Mayor Brenda LaPaz, Ms. Beverly Hewitt, Mr. Rex Pennycuff, Mr. Chester Reese, Ms. Janalyn Dowden, Ms. Kathy Robinson.

Absent: Commissioner Cheryl Sanders - Chair, Ms. Diana Prickett - Vice Chair

Recording: Mr. Curt Blair, Ms. Jean Lane, Ms. Deborah Davis

TDC Vendors: Ms. Tana Kendrick - 2K Webgroup, Ms. Cindy Clark - Bay Media, Royce Rolstad - FCTV

Visitors: Jim Newton and David Butler - Camp Gordon Johnston, Rob Burlison and Jessica Cone - St. James Bay, Kate Aguiar - SGI Lighthouse Association, Ms. Hansen - Collins Vacation Rental.

I. Mr. Rex Pennycuff called the meeting to order at 2:00 P.M.

II. Mr. Pennycuff led the Prayer and Pledge of Allegiance.

III. A quorum was established.

IV. Amendments to the Agenda: There were no amendments to the agenda

V. Approval of the Minutes:

Motion to approve the January 10th, 2018 Board Meeting Minutes.

Motion: Chester Reece

Second: Mayor Brenda LaPaz

Passed

VI. Administrative Reports:

Financials:

FCTDC Collections: Deb Davis presented the collections report which included collections through November, 2017. Revenues for November were \$ 49,440.74 with a 7.4% increase over the same month from the previous year. Total collections for fiscal year 2017-18 reflect an decrease of collections over the previous fiscal year of approximately 4.0%.

Expenditures to Budget: Ms. Davis presented the monthly Expense to Budget Reports for the periods through January 2018. For the current fiscal year January's report shows approximately 22.8% of the budget has been spent for the first quarter. Of note, the final expense for Carrabelle Bathroom was not included in this year's budget, but was expensed to this year under Aid to Local Government. Also, noted is there are three sustaining grants that will not be expensed until February.

Mr. Blair also reported to the Board that the TDC Budget for the coming year will be due to the Clerk's office in May. He distributed a preliminary copy to the board and said he would bring a more complete proposal to the April meeting.

Promotions:

Media Report: Ms. Clark updated the board regarding AAA advertising. Being featured in AAA is based on the size of your ad; Ms. Clark recommends taking a pass on advertising within AAA. She reports advertising in Trip Adviser be submitted for the Spring Issue, since the Winter issue is closed. Presented to the Board also was sponsorship and advertising in the Forgotten Coast Plein Air magazine.

Motion to place a 1-page ad in Forgotten Coast Plein Air Magazine for \$2500.

Motion: Beverly Hewitt Second: Kathy Robinson Passed

Amended Motion: Ad will cost \$3000

Motion: Kathy Robinson Second: Chester Reece Passed.

Update on Airport Marketing. The contract is up in 2020; the images need to be updated. Cindy presented some updated images proposed to be used.

Web Stats:

Web Strategy: Tana Kendrick presented the Spring Campaign that targets families with children in school for Spring break. The first campaign is until the end of February targeting markets in Tallahassee, Houston, Tampa, Dallas, Orlando, Jacksonville, Birmingham, Chicago and Nashville. The second leg of the Spring Campaign is through the middle of March, with the target markets in Atlanta and Thomasville. We just finished up our Winter Campaign that targeted snow birds. The largest responses were from New York and those using the Weather Channel Mobile App. Website activity in January was up over 70% from same time last year. The new website is complete and is currently being reviewed and proofed.

Curt stated the new website is about to be launched. Of issue though is some of the links take viewers off our website to third party websites, other than owners or management companies. Curt suggest we would not list the website if it does this, but list only their phone number.

Motion to limit links to not include third party websites.

Motion: Chester Reece Second: Mayor Van Johnson, Sr. Passed

Curt discussed strategic planning and our brand as well as our targeted audiences.

Motion to accept the branding as is with an addition of Pet Friendly.

Motion: Beverly Hewitt Second: Brenda LaPaz Passed

Visitor Center Report: Ms. Lane presented the Visitor Numbers for January. A total of 2,258 visitors were recorded from all visitor centers.

Jean also gave a brief report and update regarding the Chinese Travel Writers visit last month. We have two travel writer requests. One is for a travel writer from the Hamptons in New York, writing a travel column for the Montauk Sun, we will be partnering with John Solomon. The second is a German Travel Writer from Munich, we will be partnering with Visit Florida. The German Writer will be published in the Global Angler Magazine print and online version.

Motion to allow up to \$1200 in expenses for each of the travel writers.

Motion: Chester Reece Second: Beverly Hewitt Passed

Administrative Items: Mr. Blair presented the following discussions.

2017-2019 TDC Biennial Plan: Presented for approval

Motion to accept the 2017-2019 TDC Biennial Plan

Motion: Chester Reece Second: Brenda LaPaz Passed

2017-18 Strategic Marketing Plan: Presented for approval

Motion to refer to Marketing Committee

Motion: Kathy Robinson Second: Chester Reece Passed

HCA Reception: Announcement there will be a reception to introduce the new Executive Director, Merrill Livingston on Saturday, February 17th, from 5-7:00 PM.

Trademark: The TDC has received notice from the Patent and Trademark Bureau for renewal of the County's Trademark, " FORGOTTEN COAST". The renewal fee is \$1650 for 10 years.

Motion to reapply for Trademark

Motion: Kathy Robinson Second: Beverly Hewitt Passed

FADMO Local Highlights Campaign: Mr. Blair shared information from the Destination Marketing Organization and their campaign to work with and promote local TDC offices. There are no upfront cost or fees.

Motion to move ahead and work with the organization.

Motion: Brenda LaPaz Second: Kathy Robinson Passed

VII. Committee Reports:

Grant Committee - The TDC Grants Committee met on January 24th, 2018

Sustaining Grant Program Review , Sustaining vs. Incentive, and Self-sustaining Programs:

The Grants Committee had a lively discussion about whether the TDC should be offering sustaining grants any more, or maybe instead offer a large grant for other purposes. It was determined to look for guidance from the Board for future work of the committee.

Select Committee on Tax Collection was presented by Ms. Dowden. This committee also met on January 24th, 2018; This committee met and agreed that until the Legislature completes its work on Air BNB and VRBO the committee should hold off and see what the Legislature does before taking any action.

VIII. Continuing Business

Vendor Bidding - Curt reported on discussions with Michael Shuler about the bidding process.

Legislature - Curt reported a brief update on the Legislation currently being proposed.

Apalachicola Airport Flyin - Curt reported information regarding the flyin.

IX. Reports from Local Government Representatives:

Franklin County – Commissioner Sanders - None

City of Apalachicola – Mayor Johnson - None

City of Carrabelle – Mayor LaPaz reported information about the airport accident

- X. Reports from Member Organizations
Camp Gordon Johnston Update - David Butler gave an update on the status of CGJ
- XI. New Business – St. George Island Art Event - Group has requested \$400 to help fund and art event on St. George Island.

Motion to approve request to from discretionary funds.

Motion: Mayor Van Johnson Second: Chester Reece Passed

St. James Golf Club Youth Golf Tournament - Rob Burlison representing St. James Golf Club is requesting sponsorship from the TDC to put on a youth golf tournament in September in the amount of \$17,500 in order to bring the tournament to Franklin County.

Motion to sponsor the Youth Golf Tournament with \$10,000 sponsorship, with the use of FC Forgotten Coast Logo in advertising.

Motion: Van Johnson Second: Brenda LaPaz Passed

Mayor LaPaz asked that the TDC include some advertising on Oyster Radio to promote the golf tournament.

- XII. Public Comment - None
- XIII. Meeting Announcements
Next Scheduled Meeting – April 11th, 2018
Next Scheduled Committee Meeting – April 25, 2018
Grants Committee
Marketing Committee

- XIV. The meeting was adjourned at 4:15 P.M.

DRAFT