

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, April 11, 2018 2 P.M.**

DRAFT MINUTES

In Attendance: Commissioner Cheryl Sanders - Chair, Ms. Diana Prickett - Vice Chair, Mayor Brenda LaPaz, Ms. Beverly Hewitt, Mr. Rex Pennycuff, Mr. Chester Reese, Ms. Janalyn Dowden.

Absent: Major Van Johnson, Sr., Ms. Kathy Robinson.

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

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

Visitors: Jessica Cone - St. James Bay, Kate Aguiar - SGI Lighthouse Association, Tamara Allen - Carrabelle History Museum, Courtney Dempsey - City of Carrabelle, Mary Kelly and husband - TV Advertising

- I. Commissioner Cheryl Sanders called the meeting to order at 2:00 P.M.
- II. Mr. Rex Pennycuff led the Prayer and Pledge of Allegiance.
- III. A quorum was established.
- IV. Amendments to the Agenda: There was an amendment to the agenda to add representatives from Carrabelle under reports from local government, City of Carrabelle.
- V. Approval of the Minutes:
Motion to approve the February 14, 2018 Board Meeting Minutes.
Motion: Pennycuff Second: Hewitt Passed
- VI. Administrative Reports:
Financials:
FCTDC Collections: Curt Blair presented the collections report which included collections through January, 2018. Revenues for January were \$ 51,388.51 with a 23.3% increase over the same month from the previous year. Total collections for fiscal year 2017-18 reflect about even with collections over the previous fiscal year of approximately.

Expenditures to Budget: Ms. Davis presented the monthly Expense to Budget Reports for the periods through March 2018. For the current fiscal year March's report shows approximately 37.4% of the budget has been spent.

Mr. Blair presented the TDC 2018-19 Proposed Budget. The estimated proposed budget with projected collections, less required reserve, plus grants and projected carry forward is estimated at \$1,308,500. Budgeted items are Administration (8% of previous year's collections) \$100,000, Promotional \$650,000, Aid to Non-profit Organizations \$300,000, and Aid to Local Government \$238,500 and TDC Building Maintenance \$20,000.

Motion: To approve the proposed TDC Budget for 2018-19 with the stipulation that if collections reflect the availability of additional funds prior to the adoption of the County budget, an amendment be prepared to provide for additional payment of the Lombardi Loan and an increase in the allocation for the two, non county owned, visitor centers in the amount of \$10,000 a piece.
Motion: Reese. Second: Hewitt. Passed.

Promotions:

Media Report was presented by Cindy Clark, with the following motions presented to the Board. There was a request for additions and changes to the Buy Schedule. The Visitor Guide should be ready for reprint by next month. A Golf-get-away proposal was also presented to the board along with advertising in Fly Fishing Magazine.

Motion: To approve additional media buy requests for ads in Fly Fishing Magazine of \$1,995 with the possibility of a cooperative ad with St. James Bay Golf Resort, and for Birding Magazine in the amount of \$1,541.90 for a ½ page ad.

Motion: Hewitt. Second: Reese. Passed

Motion: To approve conducting a golf get-a-way as part of the TDC Get-a-Way program.

Motion: LaPaz. Second: Prickett. Passed.

Mr. Blair presented to the board a 10% price increase per contract of Clear Channel advertising at the Panama City Airport. Also, along with this there was a request for proposed modifications to the ads being used at the airport.

Motion: To approve a \$210 increase in airport advertising for the Panama City Airport and \$1,300 for production costs for modification of the ads at both Panama City and Tallahassee Airports.

Motion: Reese. Second: LaPaz. Passed

Web Stats:

Web Strategy: Tana Kendrick presented the current Annual Website Visitors stats. The totals for January through March are up from the previous year. So far this year we have had 91,238 visitors to the TDC website. The Spring campaigns target adults with kids. The campaign generated almost 7 million impressions with 8,839 clicks to our website. The majority were from Chicago viewing our ad on the mobile apps related to weather. Currently we are running a summer campaign targeting summer vacation families with kids.

February website visitors were up over 47% from last year. The new website was launched on February 28th. March website visitors were also up 47% compared to last year. The new website goals are up dramatically compared to last year's totals.

Visitor Center Report: Ms. Lane presented the Visitor Numbers for March. Totals were up substantially, with a total of 4,620 recorded from all visitor centers.

Postage:

Jean also gave a brief report and update regarding the increase in postage. Due to the recent response to our updated website, we have had significant increase in Visitor Guide. To offset the cost of postage we are requesting an increase in postage allowance.

Motion: To approve an increase in the budgeted funds for Postage to mail out visitor guides by \$5,000.

Motion: LaPaz. Second: Prickett. Passed

Hospitality Training Program: Jean presented to the board the proposal for conducting a Hospitality Training Program in May. The price for conducting the training program has increased since last year. Approval by the board to conduct the training was requested.

Motion: To approve conducting an additional Hospitality Training Program in conjunction with Goodwill Industries at a cost of \$95 per student with the costs assumed by willing hospitality companies and up to \$1,000 of TDC funds.

Motion: Pennycuff. Second: Prickett. Passed.

TDC Scholarship: Jean presented to the board for approval awarding scholarships again this year to Franklin County High School seniors scholarships for those majoring in a hospitality related course of study.

Motion: To approve the awarding of two \$500 scholarships for deserving Franklin County High School seniors planning to major in a hospitality related course.

Motion: Hewitt. Second: LaPaz. Passed.

Administrative Items:

Trademark Policy: Mr. Blair has received request for permission to use "Forgotten Coast" trademark.

Motion: To approve a set of criteria for use in responding to requests for use of the TDC trademarked "Forgotten Coast" and URL "Floridasforgottencoast.com".

Motion: Reese. Second: Pennycuff.

- VII. Committee Reports:
Grant Committee -
Sustaining Grant Program Review
Non-Profit Grant Program
Committee on Tax Collection

- VIII. Continuing Business
Vendor Bidding -
Motion: To adopt the schedule for advertising and reviewing requests for proposals for vendors and to request the BOCC approve conducting the request for proposals over a period of two years with the search for an administrator to begin immediately in accordance with the schedule,
Motion: Pennycuff. Second: Hewitt. Passed.

Legislature -

Apalachicola Airport Fly-In

- IX. Reports from Local Government Representatives:
Franklin County – Commissioner Sanders -
Performa
City of Apalachicola – Mayor Johnson - None

City of Carrabelle – Mayor LaPaz and also visitor Courtney Dempsey.

Motion: To approve a request from the City of Carrabelle for \$2,000 to promote the Riverfront Festival.
Motion: Dowden. Second: Reese. Passed.

X. Reports from Member Organizations

NWFTDC Promotion and Due:

Curt Blair

XI. New Business – Mary Kelley proposal for TV Advertising in North Florida/ South Georgia
A presentation was given; not action was taken.

XII. Public Comment - None

XIII. Meeting Announcements

Next Scheduled Grants Committee – April 25, 2018 at 2:00 P.M.

Next Scheduled Board Meeting – May 9, 2018

XIV. Motion: To extend the meeting and adjourn at 5:30 P.M.

Motion: Reese. Second: Hewitt. Passed