

**Franklin County Tourist Development Council  
Board of Directors Meeting  
Eastpoint Visitors Center  
Wednesday, May 9, 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, Ms. Kathy Robinson

Absent: Major Van Johnson, Sr.

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: Pat and Michael O'Connell – SGI Civic Club, Tamara Allen - Carrabelle History Museum, Steven Allen - Carrabelle Lighthouse Association, Kate Aguiar - SG Lighthouse Association

- 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: Deletion of Financials and Visitor Center Reports presentations; these were previously forwarded to all Board Members
- V. Approval of the Minutes:  
Motion to approve the April 11, 2018 Board Meeting Minutes.  
Motion: LaPaz                      Second: Pennycuff                      Passed
- VI. Administrative Reports:  
Promotions:  
Media Report was presented by Cindy Clark

The email marketing database on April 9<sup>th</sup> was 47,409. Marketing Media production as materials for Coastal Angler, Eastern Fly Fishing magazine and coordinated production for ad airport marketing at Tallahassee and Panama City Beach airports.

Requested action to produce a 2<sup>nd</sup> set of airport ads focusing on Apalachicola and Carrabelle.

Motion: To approve additional funds of \$950 to run 2nd set of airport ads.

Motion: LaPaz                      Second: Hewitt                      Passed

Request to hold ad buy approved for Living Bird magazine until a later date, when the magazine will be featuring Florida.

No motion was made for approval.

Web Stats:

Web Strategy: Tana Kendrick presented the current Annual Website Visitors stats. April website visitors were up over 28% from the previous year. New website is still seeing great results. Social media channels received 72,420 impressions and 1,209 engagements in April. Current following is 90,545.

Hospitality Training Program:

Jean updated that the class will be held Tuesday May 15, 2018 beginning from 9-noon, and is full.

TDC Scholarship: Deb presented to the board the two scholarship applications received from Ethan Moses and Shazmine Windham.

Motion: To approve the awarding of two \$500 scholarships to the applicants.

Motion: LaPaz. Second: Pennycuff. Passed.

Discussion: Beverly Hewitt request future scholarships require the applicants have done some volunteer activity. Senior Recognitions are on May 17<sup>th</sup>. Brenda LaPaz and Rex Pennycuff will attend the Awards.

Administrative Items:

Mr. Blair presented a request from John Solomon for reimbursement of \$300 payment to Cates Electric Service for electrical repairs on lighting fixture at the SGI Visitor Center.

Motion: To approve reimbursement of \$300

Motion: Hewitt. Second: Prickett. Passed.

VII. Committee Reports:

Grant Committee:

Diana Prickett recapped the Grant Committee meeting of May 2<sup>nd</sup> with the suggested modifications in the application requirements and contract funding requirements for Sustaining Grant Program. No consensus was reached. The TDC Board has requested the Grant Committee work on the requirements further.

Committee on Tax Collection:

Janalyn Dowden reported on their meeting on May 2<sup>nd</sup> with the following recommendations:

1. The board needs to consider the cost of having an analysis of rental listings to determine the extent of non compliance and verify the cost of implementation of a registration program.
2. Regarding local collections of TD Tax, the committee recommends continued support with the Tax Collector's effort to design a local collection program, but reserve recommendations on final implementation until the research in item one above is completed.

Motion to approve Committee on Tax Collection's recommendations.

Motion: Reece Second: Prickett Passed

VIII. Continuing Business

Mr. Blair reviewed each of the RFQ for the Vendors and the Administrator. The timeline and summary of key points were presented. Also, he made notations of minor editing changes to be made before the finals are submitted to the BOCC.

Vendor RFQs:

Print Media Services:

- Page 2, Paragraph 2, Line 2 remove word "auditing " .
- Page 4, Section G, line 3, insert the word "meetings" between "Committee" and the word "and".

Local Television Air Time and Video Production:

- Page 1, Paragraph 3, third line: Change date from August 3, 2018 to June 29, 2018.
- Page 2, Paragraph 2, Line 2 remove word "auditing " .
- Page 4, under "Contract Duration" delete reference and insert: "The duration of the contract is for two years"

Web Services:

- Scope of Work: Addition of the following provisions:
- Attendance at Meetings: Attend monthly TDC Board meetings for the purpose of updating the TDC Board on Internet Marketing activities. In addition, attend scheduled Marketing Committee meetings and a minimum of six (6) Marketing Vendor Planning meetings during the year.
- Platform Proficiency: Proficiency in the use of the "Word Press" platform.

Local Radio and On-line Advertising:

- In the title replace "Radion" with "Radio"
- Third paragraph, line 3, delete "August 3, 2018" and replace with "June 29, 2018".
- Page 2, "Contract Duration", delete reference and insert "The duration of the contract is for two years".

Motion to approve recommended amendments to the RFQs.

Motion: Reese. Second: Prickett. Passed.

Administrative RFQ's:

- Page 18, item 10: Delete entire section.

Other:

- Suggestion advertising the RFQ's with the Florida Association of Counties and the Apalachee Regional Planning Council

Motion to approve the RFQs as amended and forward them to the BOCC and forward suggestion of expanding advertising the RFQ's to the referenced associations.

Motion: Hewitt. Second: LaPaz. Passed

IX. Reports from Local Government Representatives:

Franklin County – Commissioner Sanders – A thank you to Mayor LaPaz for her assistance with the Carrabelle High School Reunion. There will be an Active Shooter exercise at the Court house on May 11th.

City of Apalachicola – Mayor Johnson - Absent

City of Carrabelle – Mayor LaPaz updated Riverfront Festival was a big success; thank you to Steve Allen, Jean Lane and Chester Reece for their help. Upcoming Public Safety Day at Carrabelle Airport on May 12th.

- X. Reports from Member Organizations  
NWFTDC Promotion: See handout previously sent to board members; Putting together a campaign focused on adventure tourism.
- XI. New Business – Ms. Tamara Allen representing Carrabelle Cares requested funds to update the 3 museums in Carrabelle Brochure, along with rack cards, posters and signs.

Motion: To approve the awarding of up to \$1500 for Carrabelle Cares to update the requested materials.

Motion: LaPaz.

Second: Reece.

Passed.

- XII. Public Comment - None

- XIII. Meeting Announcements

Next Scheduled Board Meeting – June 13, 2018 2:00 pm

Special Board Meeting to review Proposals – July 18, 2018 2:00 pm

Special Board Meeting to review Proposals (If Necessary) July 25, 2018 2:00pm

Meeting adjourned at 3:50 pm