

**Franklin County Tourist Development Council
Board of Directors Meeting
Eastpoint Visitors Center
Wednesday, June 13, 2018 2 P.M.**

DRAFT MINUTES

In Attendance: Commissioner Cheryl Sanders - Chair, Ms. Diana Prickett - Vice Chair, Mayor Brenda LaPaz, Major Van Johnson, Sr.; Ms. Beverly Hewitt, , Mr. Chester Reese, Ms. Janalyn Dowden, Ms. Kathy Robinson
Absent: Mr. Rex Pennycuff

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: John Hockman, Linda Hockman, Pat O'Connell, Michael O'Connell - Saint George Island Civic Club; Richard Fetchick - ARPC; Steven Allen - Carrabelle Lighthouse Association; Kate Aguiar - Saint George Island Lighthouse Association; Tamara Allen - Carrabelle History Museum; Cutler Edwards - Resort Vacation Properties;

I. Commissioner Cheryl Sanders called the meeting to order at 2:00 P.M.

II. Chester Reece led the Prayer and Pledge of Allegiance.

III. A quorum was established.

IV. Amendments to the Agenda: None

V. Approval of the Minutes:

Motion to approve the May 9, 2018 Board Meeting Minutes.

Motion: Hewitt

Second: Robinson

Passed

VI. Administrative Reports: Deb Davis

Financials:

FCTDC Collections Report: March collections was \$111,947.32 which is up 32.4% from previous year.

Expenditures to Budget: Expenditure Report through the end of May shows NP grants are at 20.8% of Budget; Other Promotions (including Internet, Web, TV, Radio, Partnerships, and Special Events) are at 49.3%; Aid to Visitor Centers and Sustaining Grants are at 63.3%; and Aid to Local government is at 52.8%; Overall we are a little over half our budget at 51.6%. Beverly Hewitt stated grant recipients should send in required documentation timely.

Promotions:

Media Report was presented by Cindy Clark

June newsletter launched on My 21st to 48,031 recipients. The reader open rate averaged 13% and the click-through averaged 9%. Email marketing database for June 8th 49,063 and June 19th 7,410. The second set of ad materials featuring Apalachicola and Carrabelle for the Airport marketing

Motion: Request to approve the following ad buys:

Fodor's - A VF Coop - \$5000; Sherman's Travel - \$5,455; VF Transportation Map - \$6000; VF Vacation Guide - \$6,911 Total: \$23,366 + 14% Production \$3,271.24 = \$26,637.24

Motion: Hewitt

Second: LaPaz

Passed

Trip Advisor Co-Op package - Discussion regarding annual membership to keep in mind for August. Cost is \$25,000 membership.

Web Stats:

Web Strategy: Tana Kendrick presented the annual Website visitor update; for May there were 22,293 visitors to our website, down 8% from last year. A extremely slim summer campaign is being ran through June 29th targeting summer vacation families with kids in Orlando, Tallahassee, Atlanta, Birmingham, Nashville, Oregon, Houston and Chicago. Our social media channels now have a following of 90,800.

Visitor Center Report: Jean Lane

For the month of May we had 2,616 visitors at the Visitor Centers

Hospitality Training Program: Jean Lane

We had 20 participants in the hospitality training program. All participants passed. Presentation of pin and certificate to Kathy Robinson.

Administrative Items: Curt Blair

Visit Florida Flagler Awards - We have entered the contest for our Integrated Marketing Branding.

Photographer - We are sponsoring a photographer with children that will be in the county the week of June 18th to upgrade out photo library with children's photos.

VII. Committee Reports:

Grant Committee: Diana Prickett

TDC Grant Programs - Proposal to eliminate the sustaining grant program with the goal to make the grants more competitive. Proposal for restructured program replacing with four grant opportunities with an increase to the number of grants from 37 to 49.

1. NP Event Promotion Grant (30 \$2000)	\$ 60,000
2. Major Event Promotion Grant (5 \$5000)	25,000
3. Museum Grants (\$15,000)	100,000
4. Market Development Partnership (\$12,000)	<u>48,000</u>
See handout for details	\$ 233,000

Motion: To forward proposed Grant program to the commissioners with proposed revisions.

Motion: Reece

Second: Mayor Johnson

Passed

Committee on Tax Collection: Richard Fetchick - Director, Apalachicola Regional Planning Council -

Presentation on Long Term Economic Recovery Strategy Proposal

Economic Development Administration (EDA) Grant (\$50,000) need to raise 20%.

No action taken

Marketing Committee will be meeting on June 27th, 2018 at 2:00 PM

VIII. Continuing Business

2018-19 TDC Budget - Mr. Blair presented an updated proposed revised budget for 2018-19

Motion: To accept and approve budget to present to the Board of County Commissioners

Motion: Reece

Second: LaPaz

Passed

2018-19 Promotional Budget - Mr. Blair presented an updated proposed budget.

Motion: To accept and approve promotional budget changes

Motion: Hewitt

Second: Robinson

Passed

IX. Reports from Local Government Representatives:

Franklin County – Commissioner Sanders

Lombardi property on hold due to fuel tanks found under the ground on the property; Boat Ramps need to be opened; Pursuing grants for sprinkler system for the armory. Bathrooms for SGI on hold until after the summer season.

City of Apalachicola – Mayor Johnson -

City of Apalachicola History Art and Culture HAC Museum State Grant was cut by the Legislature this past session. Mayor is requesting help with the shortage of \$6,000.

City of Carrabelle – Mayor LaPaz

City of Carrabelle needs help also and is requesting additional funds to assist in rebuilding the Carrabella Pirate Ship that was burned. Steve Allen presented drawings on plans to rebuild the Carrabella.

4th of July Fireworks as follows:

July 2nd - Carrabelle

July 3rd - Apalachicola

July 4th - Saint George Island

Motion to fund City of Apalachicola and City of Carrabelle \$6000 each to assist their Museum needs as stated.

Motion: LaPaz

Second: Johnson

Passed

X. Reports from Member Organizations

NWFTDC Promotion: Mr. Blair - They are working on branding

XI. New Business – SGI Bathrooms - Pat O'Connell of SGI Civic Club is working on a Comprehensive

Business Plan. Working on Restore Funds. Presentation on SGI bathrooms limitations and need to be updated. Requesting funds to increase the number of restrooms. Requesting \$120,000 this year and \$120,000 next year for matching funds.

No action taken; Referred to Board of County Commissioners

XII. Public Comment - None

XIII. Meeting Announcements

Next Scheduled Board Meeting – August 8, 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

Marketing Committee Meeting June 27, 2018 2:00 pm

Meeting adjourned at : 4:25 pm

DRAFT