

**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Wednesday, August 8, 2018**

**Minutes**

**In Attendance:** Janalyn Dowden, Mayor Brenda LaPaz, Beverly Hewitt, Rex Pennycuff, Mayor Van Johnson, Commissioner Cheryl Sanders

**Absent:** Chester Reece, Diana Prickett, Kathy Robinson

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

**TDC Vendors:** Royce Rolstad - FCTV, Cindy Clark - Bay Media, Tana Kendrick - 2KWebgroup

**Visitors:** Sheri Wesson - Carrabelle Museums, Tamara Allen - Carrabelle History Museum, Jim Newton - Camp Gordon Johnston, David Butler - Camp Gordon Johnston, Cathy Franklin - AAHS, Steven Allen - Carrabelle Lighthouse Association, Dixie Partington - Dixie Theatre Foundation, Merrill Livingston - HCA, Kate Aguiar - SGI Lighthouse Association, Sheila Hansen - Collins Vacation, Andrea Comstock - HCA, Diane Bodenhaner - SGIPO, Buena Brown SGIPO, Valentina Webb - HCA, Jill Rouke - HCA, Cutler Edwards - Resort Vacation Properties, Anita Grove - ANERR

- I. Pennycuff called the meeting to order at 2:00 PM
- II. Prayer and Pledge of Allegiance was led by Mayor Van Johnson
- III. Quorum was established
- IV. Amendments to Agenda - None
- V. Approval of Minutes:  
Motion to approve the June 13, 2018 Board Meeting Minutes  
Motion: LaPaz                      Second: Hewitt                      Passed
- VI. New Business - Moved up in Agenda  
Request from ANERR for \$500 for T-shirts                      Anita Grove  
Motion to approve annual request to print 1000 T-shirts  
Motion: LaPaz                      Second: Hewitt                      Passed  
  
Additional motion to add to 2018-19 Draft budget  
Motion: LaPaz                      Second: Johnson                      Passed
- VII. Administrative Staff/Vendor Reports  
Financials:                      Davis  
FCTDC Collections Report      2017-18 YTD  
Collections for May were \$140,130 - up 26,8 % from same period last year.  
Also YTD collections are \$637,672, up 5.4% from previous year.

Expenditures to Budget Promotions Report - P&L Statement  
YTD expenditures (7/31/18) are \$960,928, 63.5% of budget;

Commissioner Sanders arrived/ assumed chair

#### Media Report

Additions/Changes to 2018-19 Buy Schedule -	
Family Travel Guide -	\$ 5,500.00
Spring Travel Planner -	4,827.00
Nat Geo Undiscovered Florida	1,774.20
Trip Advisor Destination	28,500.00
Birding Digest	2,243.30
<u>Outdoor Adventures</u>	<u>2,800.00</u>
Total New Buys	\$ 58,500.50

Clark

Motion to approve add-ons to Promotions budget

Motion: Pennycuff                      Second: Johnson                      Passed

#### Web Master Report

Kendrick

No additional comments - see attached report

#### Visitor Centers

Lane

#### Visitor Numbers

Total Visitor Center Numbers for July 3,304  
YTD 23,622

#### Travel Writer Request

Request for Visit Florida - Germany Travel Writer

Motion to approve up to \$1200 for travel writer

Motion: Pennycuff                      Second: LaPaz                      Passed

#### Administrative Items:

Blair

5 Welcome Signs for County Lines by Sign-Design with new Branding

Motion to approve the new signs and bill for \$3500

Motion: Johnson                      Second: LaPaz                      Passed

Opposed - Hewitt

Kelly TV Proposal - A few months back we had proposal to have them come back to present something for the Fall. Does the board wish to have them come back in Fall; Proposal by chairman they be asked to make presentation to the Marketing Committee in October.

#### Carrabelle Chamber Appointment

In June meeting Chester Reece indicated he would be leaving the TDC Board -

The Carrabelle Chamber recommended Rob Powis to serve as of 09/01/18.

Chair makes a motion to recommend a letter of appreciation and an appreciation event.

Motion: Pennycuff

Second: Lapaz

Passed

*Don't know*

***what this is. Chair does not make motions.***

#### Storage Facility

Mainly used for storage of Visitor Guides at old high school. City of Apalachicola for TDC Storage of Promotional Items; Contract has not been signed/ renting from month to month for \$113.33; Suggestion to price out storage units and AC to put on TDC property.

For time being, motion to accept monthly billings.

Motion: LaPaz

Second: Hewitt

Passed

#### VIII. Committee Reports

##### Grants Committee

Blair for Prickett

Minutes of July 25, 2018 Grants Committee presented.

Grant Committee passed four motions:

Motion to approve Grants Committee Recommendations as follows:

1. Change 501c3 on applications to 501c

Motion: Johnson

Second: Pennycuff

Passed

2. Require submission of 990's to stand, but allow non-profits 2 additional weeks (August 8) to update applications as needed

Motion: Johnson

Second: Pennycuff

Passed

3. Only one application will be accepted for a major event (events within an event are not acceptable)

Motion: Johnson

Second: LaPaz

Passed

4. To allow organizations to document match with organization's overall budget, as opposed with providing an equal amount of promotion dollars to match the grant's amount, for a period of one year

Motion: Pennycuff

Second: Johnson

Passed

#### Museum Grants

The Museum Grant program currently consists of the following elements:

- \$15,000 grant paid in quarterly installments
- Requirement to be open 5 days and 40 hours a week.
- Grant amounts equal to 50% of the previous year's budget
- Organizations must be part of a statewide or national museum organization
- Have a mechanism to collect email addresses
- Must distribute county wide tourism information

There are a couple of considerations that affect both the number of hours (days) and the grant amount limitation that should be considered.

- Cost for reception staff: Earlier efforts by the TDC to assist ongoing programs were generally based on the cost of necessary staff to keep the doors open. We calculated

40 hours per week at the rate of \$10.00 per hour would result in an annual cost of \$20,000

- Assuming that the \$15,000 that we have set as the cap for these grants is adequate, requiring a match equivalent to 50% of the previous year's budget works for an organization that has an overall budget of \$30,000 or more. An organization with an overall budget of less than \$30,000 is less able to hire the necessary staff to meet the required hours.

Staff proposed three changes in the Museum Grant Program.

- Return the maximum grant amount to \$20,000 thereby insuring that fully funded organizations would be able to staff a position(s) sufficient to remain open the 40 hour per week. .
- Drop the 5 day a week requirement to allow museums flexibility in setting hours that work best for them all while continuing to meet the 40 hour requirement.
- For museums that either do not request the full \$20,000 available or, because of their budget match requirement , are only eligible for a portion of the full grant, allow them to be open a pro rata number of hours.
  - Example:
  - \$20,000                      40 hours (Change in Budget)
  - \$15,000                      30 hours
  - \$10,000                      20 hours
  - \$ 5,000                      10 hours

Open Discussion from Public

Motion to cap at \$15,000 and require 30 flexible hours, with 50% match with budget and revisit in 1 year.

Motion: Pennycuff

Second: LaPaz

Passed

Opposed: Johnson and Dowden

Committee on Tax Collection

Dowden

Waiting for Election - to see what the Tax Collector will do regarding collections.

Currently collection information on VRBO

Marketing Committee

Reese

2018-19 Promotions Budget - postponed until next meeting

#### VIII. Continuing Business

Report on Vendor Contracts -

Blair

Selections were approved by the BOCC; The BOCC has sent the Vendor Contracts back to the TDC Board to negotiate the proposals and contracts. Proposals will be presented to the TDC Board next month.

Administrative RFQ Meeting -

BOCC opening of RFQ will be on August 21st;

Motion for Special Meeting, by TDC Board on Thursday August 30th at 2:00 pm for review, ranking and selection of top three candidates to forward to BOCC.

Motion: LaPaz

Second: Hewitt

Passed

RPC EDA Grant Request

(Apalachicola Regional Planning Council and Economic Development Agency Study)

\$5000 is in budget, request from BOCC is \$4000 with each of the cities contributed \$1000 each.

Motion to match the grant with \$4000 from the budget.

Motion: Johnson

Second: LaPaz

Passed

Opposed: Hewitt

IX. Reports by Local Government Representatives

Franklin County

Comm. Sanders

Lombardi should be completed in the next few weeks; Island View dedication is August 9th.

City of Apalachicola (no report)

Mayor Johnson

City of Carrabelle

Mayor LaPaz

Presented Carrabelle Combined Calendar of Events

X. Reports from Member Organizations

NWF TDC Coordinating Council

Blair

Will present information at next meeting

XII. Public Comment

Camp Gordon Johnston ribbon cutting September 22nd at 2:00

Carrabelle Lighthouse Association has display of the Carrabella in lobby

XIII. Meeting Adjourned at 4:30