

Franklin County Tourist Development Council  
Special Board Meeting  
Eastpoint Visitor Center  
Wednesday, October 30, 2018, 2:00 P.M.

**Note: This is a Special Board meeting call for the purpose of taking action on specific items relating to Hurricane Michael, financial and other administrative matters**

PRELIMINARY AGENDA

- I. Welcome/Call to Order
- II. Prayer and Pledge of Allegiance
- III. Quorum Announcement
- IV. Amendments to Agenda
- V. Approval of the Minutes of August 8, 2018 Meeting    Action Item  
Approval of August 30, 2018 Special Meeting Minutes
- VI. Hurricane Michael Report
  - TDC Administration and Visitor Center Operations
  - Stay on Marketing Activities
  - Survey of Local Businesses
  - Short Term Marketing
    - "Bruised But Not Broken"
    - Tallahassee Democrat
    - Florida Seafood Festival
    - WCTV
  - Long Term Hurricane Response
    - Additions/Changes to Buy Schedule
      - Bay Media
      - 2K Web Group
      - Forgotten Coast TV
      - Oyster Radio
- VII. Post Hurricane Marketing Plan
- VIII. 2018-19 Promotions Budget Revision
- IX. Administrative Items
  - Administrator Recruitment
  - Board Member Vacancy
  - Non-profit Promotion Grant Expenditures
  - Oyster Cookoff
  - St, G. I Plein Air
  - NWF TDC Coordinating Council Membership
  - Visit Florida Membership
  - Board Meeting Schedule
- X. Board /Public Comment
- XI. Adjourn