Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Tuesday, October 30, 2018
Minutes

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

In Attendance: Beverly Hewitt, Apalachicola Bay Chamber; Mayor Brenda LaPaz, City of Carrabelle; Rob Powis, Carrabelle Chamber; Mayor Van W. Johnson, Sr., City of Apalachicola; Rex Pennycuff, Janalyn Dowden, Commissioner Cheryl Sanders- FCBOCC.

Absent: Diana Prickett, Kathy Robinson.

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

TDC Vendors: Tana Kendrick - 2KWebgroup

Visitors: None

I. Commissioner Sanders called the meeting to order at 2:00 PM
II. Prayer and Pledge of Allegiance was led by Rex Pennycuff
III. Quorum was established
IV. Amendments to Agenda - None
V. Approval of Minutes:
Motion to approve the August 8, 2018 Board Meeting Minutes and the August 30, 2018 Special Meeting Minutes
Motion: Pennycuff Second: LaPaz Passed

VI. Hurricane Michael Report Curt Blair
There was a correction to the report sent to the Board, Sportsman Lodge is up and running with the exception to their restaurant.

TDC Administration and Visitor Center Operations - were operating in some capacity within a week from the storm, and all are back to full operations.

Stay on Marketing Activities - immediately following the storm we cancelled all possible marketing initiatives for a period of two weeks while assessment of damages could be performed. Meetings with industry groups (Visit Florida, NW Florida TDC Directors, TDC Vendors and local tourism leaders) to discuss best way to proceed.

Survey of Local Businesses - With the exception of a few facilities, lodging facilities were able to function. SGI rental homes received little structural damage, and rental companies expect to be up and running by the first of November. Carrabelle Beach waterfront houses were heavily damaged, but other facilities in and around the city were largely spared. Alligator Point Rental Housing had minimal damage, but the road needs additional repairs. St. James Golf Course facility is fully operational.

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Museums and attractions - With the exception of the Apalachicola Maritime Museum, most of the museums had minimal damage .

Restaurants and Shops - Local restaurants were down during power outages, and most have reopened, with the exception of several that were heavily damaged.

Short Term Marketing - The TDC has crafted elements of three campaigns in response to Hurricane Michael (see handout)

- "Bruised But Not Broken" - target area day visitors from Tallahassee and south Georgia .
- We are Open For Business - target market six hour drive time
- National Marketing - We will be able to save some resources for our Spring campaign which begins around January 1st.

Florida Seafood Festival - The TDC has committed financial resources to help promote the Festival and is working with the Festival Committee and Visit Florida on promotional opportunities.

Long Term Hurricane Response - Additions/Changes to Buy Schedule
Hurricane Michael Emergency Marketing Plan presented to Board for Approval.
Total Plan $ 57,058 includes Print/Digital, Television, and Internet (see attached plan).
Motion: Johnson, Sr. Second: Pennycuff Passed

VII. Post Hurricane Marketing Plan

VIII. 2018-19 Promotions Budget Revision - The promotions budget was revised to reallocated funds, without increasing the budget (See budget).
Motion: Hewitt Second: LaPaz Passed

IX. Administrative Items:
Cancellation of Events in October (see handout) Pre-event cost - TDC Cover cost
Motion: Pennycuff. Second: Johnson,Sr. Passed

Requested Ad Buys: 2019 Travel Guide to Florida ($5,130) and Coastal Angler ($7,155).
Motion: Johnson, Sr. Second: LaPaz Passed

4 Get-Aways - Fishing, RV Camping, Pet Friendly, Seafood/Culinary - $1,200 each, totaling $6,000
Motion: Pennycuff Second: LaPaz Passed

Administrator Recruitment - Proposals were opened by BOCC - Five applicants
Review of applications sent to a team for review, and to be forwarded to BOCC on November 13th.

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Board Member Vacancy - Diana Prickett resigning from TDC Board.
Request to advertise for the vacancy (lodging provider).
Motion: Powis Second: Pennycuff Passed

Non-profit Promotion Grant Expenditures
Oyster Cookoff is in January, and has requested $2000 promotions Grant.
Motion: Johnson, Sr. Second: Hewitt Passed

Board Meeting Schedule - Next Board Meeting on November 14, 2018

X. Board/ Public Comment - None

XI. Meeting Adjourned at 3:30