

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Tuesday, January 9, 2019
Minutes**

In Attendance: Beverly Hewitt, Apalachicola Bay Chamber; Buck Bolden; Commissioner Ricky Jones-FCBOCC; Janalyn Dowden; Mayor Brenda LaPaz, City of Carrabelle; Rex Pennycuff;

Absent: Kathy Robinson, Mayor Van W. Johnson, Sr.

Recording: John Solomon, Jean Lane, Deborah Davis

TDC Vendors: Cindy Clark - Bay Media; Tana Kendrick - 2KWebgroup

Visitors: Buena Brown, SGI Civic Club; Dixie Partington, Dixie Theatre; Kate Aguiar, SGI Lighthouse Association; Lisa Munson, Carrabelle Chamber; Tamara Allen, Carrabelle History Museum;

- I. Commissioner Jones called the meeting to order at 2:00 PM
- II. Prayer was led by Mayor LaPaz and Pledge of Allegiance was led by Commissioner Jones
- III. Quorum was established
- IV. Amendments to Agenda: None
- V. Introductions of new TDC Board Member, Mr. William "Buc" Bolton. Mr. Bolton was approved by the BOCC as a lodging provider member.
- VI. Approval of December 12, 2018 Minutes:
Motion: LaPaz Second: Hewitt Passed
- VII. Administrative Reports:
Financials - Davis/ Solomon
Expenditures to Budget Reports: Expenditures to Budget for 2018-19 year to date expenses are 14.6% of the budget. An explanation for new members regarding the various expenditures, specifically the Aid to Local Government items.

FCTDC Collections Report: The month of October collections were \$38,416,89. This was a 55% decrease for the same period for the previous year to date. Although this is a decrease, considering it only covered approximately 8 days due to Hurricane Michael on the 10th of October. Also since we have a large carryover from last fiscal year, it will help to offset any losses due to the hurricane.

Promotions Report -	Clark
Media Report: January Newsletter launched to 50m+ recipients; there were 50 trackable links embedded into the newsletter.	

Revised Visitor Guide is completed, with minor changes. Commissioner Jones will do the final proof prior to sending to publisher.

Motion to accept current layout of Visitor Guide, with final approval by Commissioner Jones.
Motion: Pennycuff Second: Dowden Passed

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There is approximately \$12,000 left in the print budget. Two new ad buys requested. New Orleans Magazine, a partnership with Visit Florida.

Motion to approve New Orleans Market Magazine for 1/2 page \$1800 plus production cost for a total of \$2052.

Motion: Hewitt Second: Pennycuff Passed

Outdoor Adventures Magazine for the Spring Issue at a cost of \$2500 plus production cost for a total of \$2850

Motion to approve Outdoor Adventures Magazine Ad Buy.

Motion: Pennycuff Second: Bolden Passed

* Note: This Ad Buy has been removed, as it was determined after the meeting it was not a productive ad buy, from previous year's stats.

Web Master - Kendrick

For the month of December we had 30,331 visitors to our website, had 123 Newsletter request, 83 request for accommodations and 173 Visitor Guide request.

Visitor Center Report - Lane

Totals for visitors in December:

Apalachicola - 986; Eastpoint - 126; SGI - 518; Carrabelle - 93: Total 1,723

Administrative Items: Solomon

VF Grants - Intentions is to review with Cindy and Staff to see if grants are feasible.

Signage - Carrabelle Visitor Center, Signage - Would like to update the signs .

Motion to update the signage at the Carrabelle Visitor Center with a budget of \$500.

Motion: Hewitt Second: Pennycuff Passed

County line Signs need replacing due to damage from Hurricane Michael. This will be reviewed, and priced.

Mobile Outreach - Request to use promotional budget funds to purchase a Canopy Tent to be used at County events promoting attractions and businesses in the County.

Motion to purchase a Canopy Tent with Logo for the cost of \$1,487.99 from the promotions budget.

Motion: LaPaz Second: Bolden Passed

Storage - Motion to purchase a storage unit to replace rented space from City of Apalachicola.

Request for funds from Maintenance budget up to \$4500 for a 16 x 20 storage unit and air conditioner for climate control, and electrical hookup.

Motion: Pennycuff Second: Hewitt Passed

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Furniture - Motion to purchase a desk for the TDC Office, to replace the desk and furniture owned by Curt Blair. Requesting funds from the Maintenance Budget, for up to \$500 or less.

Motion: Pennycuff Second: Hewitt Passed

Tallahassee Airport Signage:

- VIII. Committee Reports: Pennycuff
Administration - No Report
Grants Committee - No report
Marketing Committee - No report
An Organization Meeting for March 13th @ 1:00 pm to re-organize and choose chairs for each of the committees.
- IX. Continuing Business: None
- X. Reports by Local Government Representatives:
Franklin County - Comm. Jones
If any concerns or question, please let him know. He is working on getting a ruling on the phrase in the TDC legislature statute, "Beach, Park Facility" 10%? \$120,000 in last year's budget for the SGI bathrooms.
City of Apalachicola - No Report - not in attendance Mayor Johnson
City of Carrabelle - No Report Mayor LaPaz
- XI. Reports from Member Organizations: - No Report Solomon
- XII. New Business:
Carrabelle Chamber of Commerce TDC appointee. It is not the TDC Boards place to suggest an appointee. The Carrabelle Chamber will need to select and recommend this appointment.
- XIII. Public Comment:
Tamara Allen requested funding for a promotional video about the shipwrecks on Dog Island.
Motion to fund \$250 for the video library about the shipwrecks on Dog Island.
Motion: Pennycuff Second: LaPaz Passed
- XIV. Meeting Announcements:
Next FCTDC Meeting: February 13, 2019 at 2:00 pm Eastpoint Visitor Center
Organizational Meeting: March 13, 2019 at 1:00 pm Eastpoint Visitor Center
- XV. Meeting Adjourned at 4:10 pm