

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Tuesday, February 13, 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, Kathy Robinson, Mayor Van W. Johnson, Sr.

Absent: None

Recording: John Solomon, Jean Lane, Deborah Davis

TDC Vendors: Cindy Clark - Bay Media; Tana Kendrick - 2KWebgroup; Royce Rostad – FCTV;

Visitors: S. Hauson – Collins Vacation Rentals; Dixie Partington – Dixie Theatre; Pat O’Connell – SGI Civic Club; Billie Kinnett – St. George Lighthouse; 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 RexPennycuff and Pledge of Allegiance was led by Commissioner Jones
- III. Quorum was established
- IV. Amendments to Agenda: Request by Buck Bolden for comments by councilman be added to the agenda. The Agenda was amended to add a place at the end for comments.
Motion: Bolden Second: Pennycuff Passed
- V. Approval of January 9, 2019 Minutes:
Motion: Pennycuff Second: LaPaz Passed
- VI. Administrative Reports:
 - Financials -
 - Collection Report - Solomon
Collections for the month of November was \$87,784, 83.3% increase over same period last year. There was also a discussion regarding changes in how the VRBO’s reporting.
 - Expenditures to Budget Reports - Davis
Expenditures to Budget for 2018-19 year to date expenses are 25% of the budget. Land Acquisition Loan – Lombardi Loan balance is \$477,773; Original balance was \$1,050,000. Monthly payments are approximately \$4700 Principal/ \$1600 Interest. The TDC has paid lumpsum payment last year of \$100,000.
 - Promotions Report - Clark
Media Report: February Newsletter launched to 51m+ recipients; there were 53 trackable links embedded into the newsletter.
 - Revised Visitor Guide is completed, with minor changes; Motion to print Visitor Guide without advertising. Cost will be \$29,491 (freight included) for 50,000 copies (60 pages).
Motion: LaPaz Second: Hewitt Passd

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Motion to approve applying for Visit Florida Grant. Once approved/ or disapproved the Visitor Guides may then be ordered.

Motion: Robinson Second: LaPaz Passed

Motion to have vendors work together under direction of administrator to put together a marketing plan to use the Visit Florida Grant Funds.

Motion: Pennycuff Second: Robinson Passed

Web Master -

Kendrick

For the month of January we had 123 Newsletter request, 140 request for accommodations and 251 Visitor Guide request.

Visitor Center Report -

Lane

Totals for visitors in January:

Apalachicola – 1,403; Eastpoint - 295; SGI - 423; Carrabelle - 121: Total 2,242

Request for programing email addresses so the addresses can be printed instead of hand written. Sterling will build the list in an excel format so it can be imported into a label program. Motion to spend \$1300 for the programming.

Motion: Pennycuff Second: LaPaz Passed

The only signage that was destroyed by Hurricane Michael was the sign going to Port St. Joe on Highway 98. Cost will be \$1000 to replace; Also verbiage on back of sign, "Come back again" at a cost of \$1400 to add to all the signs. If we can, use Visit Florida Grant to pay for the signs. Or funds from the budget. Put on agenda for next meeting.

Motion to have administrator pursue updating all the county line signs using Visit Florida funds if possible. If not, then come back next meeting with cost of updating the signs.

Motion: Pennycuff Second: LaPaz Passed

Administrative Items:

Solomon

Update on expenditure items from last meeting:

 Tent has been ordered

 Desk has been delivered

 Signage for Carrabelle Visitor Center and the Eastpoint Visitor Center is on hold; working on cost and size with vendor.

 Shed, AC, Installation and electricity – pricing \$8,000

Motion to approve budget of \$8,000 for the Shed, AC, Installations and power hook-up

Motion: Van Johnson Second: LaPaz Passed

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Scholarship –Proposal the requirements for the scholarship should be more about the Hospitality or Tourism candidates. Criteria more specific for applicants. Issue will be given to a committee for further review.

- VII. 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.

- VIII. Continuing Business: None
- IX. Reports by Local Government Representatives:
 Franklin County - Comm. Jones
 Discussion regarding Administrator Contract. The Apalachicola Bay Chamber would like to have the contract amended. Consensus of the TDC Board is the Administrator Contract should be the same as previous administrator.

- City of Apalachicola - No Report Mayor Johnson
 City of Carrabelle - No Report Mayor LaPaz

- X. Reports from Member Organizations: Solomon
 Trail of Florida’s Indian Heritage yearly membership \$250 – Tamara Allen
 Motion to continue membership on an annual basis; automatically renewal.
 Motion: Johnson Second: LaPaz Passed

- SGI Tour of Homes Report – 550 visitors, \$15,000 taken – funds used for maintenance of the lighthouse.

- Dixie Theatre – sold out
 Panhandle Players – very successful.
 Camp Gordon Johnson’s report of upcoming events in March.

- XI. New Business: None
- XII. Public Comment:
- XIII. Board Comments:
- XIV. Meeting Announcements:
 Next FCTDC Meeting: March 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 4:20 pm