



**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Tuesday, March 13, 2019  
Minutes**

Web Master - Kendrick  
For the month of February we had 31,598 Sessions (up 8%) 67,050 Page Views (up 15%), with a 64.62% Bounce Rate (down 3%). Top city by sessions were Atlanta, Orlando, Tallahassee, Chicago. Newsletter signups was up 221%; visitor guide request 206;

A Memorandum of Understanding outlines the use of the credit card to pay for internet charges. Request by Vendor to increase the credit card amount from \$10,000 to \$20,000.

Motion to increase the line of credit on the credit card to \$20,000.  
Motion: LaPaz Second: Pennycuff Passed

Visitor Center Report - Lane  
Totals for visitors in January:  
Apalachicola – 2,111; Eastpoint - 326; SGI - 1,195; Carrabelle - 201: Total 3,833

Administrative Items: Solomon  
Update on expenditure items from last meeting: The storage shed (16 x 20) for the TDC is ordered, but it will take 3 months before delivery. The electrical work will cost \$500, and the air conditioner will cost \$200/The Visitor Guides will need to be stored in the current storage area.

Visit Florida Grant: The TDC has been awarded \$174,000 Grant. The term of the grant is from March 1, 2019 through June 30, 2019. The Campaign Budget is as follows:

Campaign Content Creation	\$ 3,000.00
Print Marketing Materials	\$ 39,491.00
Print/Digital/Geotargeted Advertising/ Production	\$ 70,334.40
Social Media Campaign	\$ 6,880.00
Website Enhancements	\$ 19,000.00
<u>Videography, Television Advertising</u>	<u>\$ 35,294.60</u>
Total Campaign Budget	\$ 174,000.00

Motion to approve grant proposal concept. The above totals include production cost.  
Motion: Hewitt Second: Robinson Passed

Motion because advertising is time sensitive, to have bills paid when invoices are received. Additional documentation to be presented to Finance when available. In addition, to allow flexibility in categories. Ad-buys are estimates. If over approved amounts, allow up to \$5,000 from original promotional budget for any overruns.

Motion: Pennycuff Second: LaPaz Passed

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Survey Development: Each Visitor Center would have pads for taking surveys; Also two pads used by interms at events. Cost would be approximately \$3,500 for pads and programming .

Motion to go forward with the survey development and purchase of pads.

Motion: Dowden                      Second: Hewitt                      Passed

- VIII. Committee Reports: Pennycuff  
Administration -                      None  
Grants Committee -                      None  
Marketing Committee -                      None

IX. Continuing Business: None

X. Reports by Local Government Representatives:

City of Apalachicola -                      Not present                      Mayor Johnson

City of Carrabelle -                      Mayor LaPaz  
Mayor LaPaz put forth a recommendation that any new business or request be submitted 7 business days prior to the next scheduled TDC Board Meeting, in order to be added to the agenda.

Motion: LaPaz                      Second: Hewitt                      Passed

Clarification, that under public comments, no action item should be presented. Action items should be on the agenda prior to the meeting.

Franklin County -                      Comm. Jones  
Commissioner Jones, request that his comments be on the agenda after the Mayor's.

Request to increase the Bridge Cleanup budget (currently \$12,000) in order for a position to be created to hire an individual to do Bridge Cleanup.

The Saint George Island Restroom need to be updated; There is \$120,000 in TDC budget set aside for this purpose. Need clarification, of statute "Beach Facilities" and if 10% of TDC funds can be used.

Motion to get a cost estimates.

Motion: LaPaz                      Second: Robinson                      Passed

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XI. Reports from Member Organizations: Solomon

Tamara Allen: Video produced by Royce Rostad, successfully featured through several venues. Short version on YouTube as well as FCTV. State wants to use video to promote.

March 23rd, Carrabelle's Culture Crawl will be taking place in downtown Carrabelle.

Florida Panhandle Maritime National Heritage Area, is looking for letters of support.

Kate Aguiar: the SGI Paint Out will be happening on the Island 4/7 - 13.

XII. New Business:

Motion to accept recommendation by the Carrabelle Chamber and to send to the FCBOCC

Carrabelle Chamber of Commerce Board member: Lewis Christie

Motion: Pennycuff

Second: LaPaz

Passed

XIII. Public Comment: None

XIV. Board Comments:

Rex Penneycuff - looking for suggestions of handouts , stickers, etc. John will research. Sign on SGI needs to be updated.

XV. Meeting Announcements:

Next FCTDC Committe Organizational Meeting: Wednesday, March 27, 2019 at 2:00 pm

Next FCTDC Board Meeting: Wednesday, April 10, 2019 at 2:00 pm

Meeting Adjourned at 4:25 pm