

**Franklin County Tourist Development Council  
Board Meeting  
Eastpoint Visitor Center  
Wednesday, May 8, 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, Lewis Christie - Carrabelle Chamber of Commerce

**Absent:** Mayor Van W. Johnson, Sr.

**Recording:** John Solomon, Jean Lane, Deborah Davis

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

**Visitors:** Kate Aguiar – St. George Lighthouse; Caroline Ilardi - Krewe of Salty Barkers

1. Commissioner Jones called the meeting to order at 2:00 PM
2. Prayer was led and Pledge of Allegiance was led by Pennycuff.
3. Quorum was established
4. Amendments to Agenda: None
5. Approval of April 10, 2019 Minutes:  
Motion: Hewitt      Second: LaPaz      Passed

6. Administrative Reports:

Financials:

Collection Report -

Solomon

Collections for the month of February was \$ 66,632.44 a 13.7% increase over February, 2018.  
Total increase for year to date is 66.3%

Expenditures to Budget Reports -

Davis

Expenditures to Budget for 2018-19 year to date expenses are 43% of the budget.  
We are about where we should be for April of this year.

Promotions Report -

Clark

Media Report: The May Newsletter launched on April 26 to 53,069 recipients. ; there were 32 trackable links embedded into the newsletter. The reader open rate averaged 16% and the click-through averaged 7%. The highest number of click throughs registered as follows: Forgotten Coast en Plein Air (16.5%) Camping Getaway (12.5%), Camping Getaway Graphic (8%), Artificial Reefs (7%) and Rock by the Sea (5.8%).

Marketing/ Media Coordination -

1. Completion of Visit Florida grant related print and digital materials
2. Completion of Direct Mail with distribution to the Villages zipcode (30,000)
3. Lunched FCTDC Trip Advisor Portal
4. Production of Nascar Magazin display ad

No requested Actions.

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Web Master - Kendrick  
For the month of April hosted 44,335 website visitors. 32.8% was from organic SEO efforts. Top visitors were from Atlanta, Orlando, Chicago, Tallahassee and Nashville.

There were 126 newsletter signups, 104 request for places to stay and 300 visitor guide request. The new visitor guide was uploaded to the website on April 12, and has already received 143 reads, 317 impressions and has an average read time of 3.1 minutes.

Social media highlights include the video produced by Alex Caputo, a teen visitor from Georgia. It reached over 15,000 people without any financial commitment. Tana received permission from the parents and the minor to share is video.

Forgotten Coast TV Rolstad  
FCTV produced four different commercials for the "We are Open for Business" campaign. The commercials were for Atlanta, The Villages, Orlando, Tallahassee and South Walton.

FCTV also produced a 15 second "Pet Friendly" commercial to run on Facebook. Sinclair Media wrapped up their Franklin County shoot for the 10 minute segment set to run on regional TV throughout the southeast. FCTV provided additional footage for their use. A presentation of the videos was shown.

Visitor Center Report - Lane  
Totals for visitors in January:  
Apalachicola – 2,216; Eastpoint - 361; SGI - 1,094; Carrabelle - 210: Total 3,881

Administrative Items: Solomon  
Survey Development - Sterling is working on this; continue to next meeting;

Merchandise for mobile outreach - Action Item  
The TDC Board was presented with sample ideas of possible items to use as handouts at events and in the visitor centers. The board selected the following items:  
Ink pens, Credit card holder for cell phones, drawstring bags, stickers, dog leashes, koozies, pens, and beachballs. John will research and price items and present to board at next meeting

7. Committee Reports: None
8. Continuing Business: An update on the Visitor Center sign and shed was given. Then have both been installed. One of the signs does not need to be replaced, but can be repaired instead.

