

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, June 18, 2019
Minutes**

Motion for insertion order to Fido Friendly Magazine 1/3 page annual (4 times/year) for \$1500, as well as promotional cost of 14%.

Motion: Hewitt Second: LaPaz Passed

Web Master -

Kendrick

In May the website hosted over 39000 visitors. This is an increase over 40% from May, 2018. This was the highest May ever. Top visitors were from Atlanta, Orlando, Nashville, Dallas and Birmingham. Visitor Guides received 337 online views. We submitted a VF Flagler Award submission for the website. The tablet survey is proceeding along.

Forgotten Coast TV

Rolstad

Four different commercials for the "We are Open for Business campaign were produced. Also, produced was a 15 second "Pet Friendly" commercial. Sinclair Media wrapped up their Franklin County shoot for the 10 minute segments set to run on regional TV throughout the southeast. Royce has 60 hours of video.

Visitor Center Report -

Lane

Visitor Numbers - May Numbers totaled 3,124.

Journaist Visit Request - Visit Florida German writer. Provide one night stay only.

Looking at the Eagles' Nest.

Motion to approve expense between \$174-\$204.

Motion: LaPaz Second: Robinson Passed

Administrative Items:

Solomon

Motion Request for Apalachicola Bay Chamber to be reimbursed for the application fees for the Flager Awards (Visitor Guide, Newsletter, and Website) \$45 each/ total of \$135. Also motion to approve reimbursement to Apalachicola Bay Chamber to approve expenses to attend the Visitor Florida conference on September 3-6 for John Solomon and Ricky Jones. Bay Chamber charged on their credit card \$420 each to reserve room and for Conference registration. The additional cost to attend per deim was also requested.

Motion: Robinson Second: Pennycuff Passed

Review of Promotional Items to give visitors for Outreach. Board approved budget up to \$5000; Items approved for purchase are:

Phone Card Holder	1000	\$ 1,090
Beach Ball	1000	\$ 1,020
Frisbee	500	\$ 510
Kan Holder	500	\$ 625
Ink Pen	1000	\$ 330
Sport Pak (Drawstring)	500	\$ 625
Stickers	1500	\$ 495
Total		\$ 4,695

