

**Franklin County Tourist Development Council
Board Meeting Minutes
Eastpoint Visitor Center
Wednesday, July 17, 2019, 2:00 pm**

In Attendance: Rex Pennycuff, Janalyn Dowden, Lewis Christie – Carrabelle Chamber of Commerce; Mayor Brenda LaPaz, City of Carrabelle; Commissioner Ricky Jones, Buck Bolden, Beverly Hewitt – Apalachicola Bay Chamber of Commerce, Kathy Robinson.

Absent: Mayor Van W. Johnson, Sr.

Vendors: Royce Rostad III, Cindy Clark, Tana Kenrick

Visitors: Pat O’Connell – SGI Civic Club, Julie Krontz – SGI Business Association, Lisa Keith Lucas – CGJ Museum, Tamara Allen – Carrabelle History Museum, Diane Brewer – Historic Apalachicola Foundation

1. Welcome/ Call to Order Commissioner Jones
2. Prayer/ Pledge of Allegiance Penneycuff
3. Quorum Established
4. Amendments to Agenda – None
5. Approval of Minutes of June 19, 2019
Motion: Bolden Second: LaPaz Approved

6. Administrative Reports
Financial:
FCTDC Collection Report - Solomon
Collections for April, 2019 was \$82, 258.08

Expenditure to Budget - Solomon
Expenditures are at 60.7% of our budget

Promotions Reports:
Media Report - Clark
Ms. Clark summarized her report and had request for actions:
Tallahassee Magazine full page ad and full-page editorial Nov/Dec and Mar/Apr issues for \$5,118.60; Emerald Coast Magazine – Full page ad and full-page editorial Oct/Nov and Feb/Mar issues for \$5,483 (includes production 14%)
Motion: Dowden Second: Robinson Passed
Sherman Travel – Banner Ad campaign. A Visit Florida Coop. October launch, digital (includes production) - \$4,947.76
Motion: Bolden Second: LaPaz Passed

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Villages Newcomer Guide Travel Section – Full page add - \$2, 718.90
(includes production)

Motion: Dowden Second: Robinson Passed

Web Report -

Kendrick

Ms. Kendrick summarized her report. Also, the launch of the Survey Test Results, using an intern.

Video Report -

Rolstad

Sinclair Broadcasting update; All the videos (60 hours) will be available for our use.

Visitor Center Report (June)

Lane

Figures higher than last year for June

Administrative Items:

Solomon

Survey Test Results – see Web Report -

Merchandise for Mobile Outreach Update – Items have been ordered

7. Committee Reports:

Grants Committee -

Motion to approve Grant Applications Changes

Motion: Pennycuff Second: LaPaz Passed

8. Continuing Business – None

9. Reports by Local Government Representatives:

City of Apalachicola – None

Mayor Johnson

City of Carrabelle – None

Mayor LaPaz

Franklin County –

Commissioner Jones

Commissioner Jones gave a discussion regarding the need to be Pet Friendly and still abide by the County and City Lease Laws. Need to have a Pet Friendly Campaign, Printed information for visitors needed.

Motion to update TDC Website to address the Lease Laws and update Pet Friendly brochure.

Motion: Pennycuff Second: LaPaz Passed

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Commissioner Jones brings to the board request from BOCC. Franklin County Ball Team World Series in Louisiana; T-Shirts were made up for the team and parents.

Motion to approve using \$5,000 from budget amount toward trip to Louisiana and to take \$370+ to pay for T-shirts from promotional budget.

Motion: Dowden Second: Motion Died

Motion to give \$5,000 to youngsters from budgeted \$7,500 for their trip to World Series

Motion: LaPaz Second: Dowden Motion Died – by majority

Motion to approve using \$5,000 from budget amount toward trip to Louisiana and Include the T-Shirts in the \$5000 amount.

Motion: Hewitt Second: LaPaz Passed
2 opposed: Pennycuff and Bolden

10. Reports by Member Organizations –

SGL Civic Club – working on getting grants to update entrance on the island.

SGL Business Association - 30 members, update of things they do, taking ownership of many of the activities.

11. New Business

Apalachicola City Squares Association

Diane Brewer

Historic Apalachicola City Squares Brochure

Motion to Request funding for 5,000 copies of brochures for \$1,161.31 (does not include Production).

Motion: Hewitt Second: Bolden Passed

12. Public Comment – None

13. Board Comments – None

14. Meeting Announcements:

Grant Meeting, Wednesday 08/14/19 12:30 pm - Eastpoint Visitor Center

TDC Board Meeting, Wednesday 08/14/19 2:00 pm - Eastpoint Visitor Center

Meeting Adjourned 3:30 pm