

**Franklin County Tourist Development Council
Marketing Meeting
Eastpoint Visitor Center
Thursday, June 19, 2019
Minutes**

In Attendance: Beverly Hewitt, Apalachicola Bay Chamber Commissioner Ricky Jones- FCBOCC; Janalyn Dowden; Mayor Brenda LaPaz, City of Carrabelle; Rex Pennycuff, Lewis Christie - Carrabelle Chamber of Commerce, Mayor Van W. Johnson, Sr.

Absent: ; Buck Bolden; Kathy Robinson

Recording: John Solomon, Jean Lane, Deborah Davis

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

Visitors: Tamara Allen, Carrabelle History Museum; Jeanie Newton and Lisa Keith-Lucas, Camp Gordon Johnston Museum.

Commissioner Jones called the meeting to order at 2:00 PM
Open Forum

John gave an update of survey, VF Grant,

Mayor Lapaz reviewed last year's process of Marketing Meetings, with agendas, schedule of meetings were published. Wording on applications need to be clearer.

Group discussion recap:

Grant Update suggestions:

- Website needs to be updated
- Add definition for "promotional activities" and examples
 - Print - posters, flyers, newspapers, rack cards
 - Social Media - web advertising, facebook,
 - Radio/TV - commercials
- Eliminate the Marketing Partnership Grant
- Promotional Grants must be held between September 15th - May 29th
- Organizations may apply for multiple grants for separate titled events.
- Application dates July 18th - August 13th, 2019.
- Remove Match Required
- Reimbursement due within 90 days after event
- Website linkage/ all advertising should include the TDC Logo.
- Promotional Grants should include marketing coordination with the TDC as an added benefit (does not reduce the amount of the grant).
- Part of the application needs to include the date of the event
- Replace Reimbursement Form with proper form for the Promotional Grants.
- "Up to" grant maximum amount
- The Major Grant is limited to five grants and applicants can only apply for one grant under this category
- Major Grant as part of the application what is the schedule for the three day event.
 - Museum Grants requirements for the minimum days 5 days and hours 30 (also prorated by hours of operation) see contract. Eligibility: Grants are designed to ensure ongoing

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operation of the museum facility. Grant Reimbursement Form is not a reimbursement Form. See Contract.

Action Items:

1. Motion to eliminate the Marketing Partnership Grant
2. Motion to change applicable dates for qualified events (9/15-5/29)
3. Motion to remove matching grant
4. Motion to remove from Information to be provided: Budget must reflect an amount equal to twice the requested grant amount for promotional activities.
5. Motion to approve changes in the grants programs

Important Dates:

07/17 12:30 pm	Grant Committee Meeting
07/17 2:00 pm	TDC Board Meeting
07/18 - 08/13	Grant Application Period
08/13 4:00 pm	Grant Application Period Closes
08/14 12:30pm	Grant Meeting
08/14 2:00 pm	TDC Board Meeting

Meeting Adjourned at 3:30 PM