

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, September 11, 2019**

MINUTES

In Attendance: Beverly Hewitt, Rex Pennycuff, Mayor Brenda LaPaz, Commissioner Ricky Jones, Janalyn Dowden, Lewis Christie, Buck Bolden, Kathy Robinson

Absent: Mayor Van Johnson, Sr.

Recording: John Solomon, Jean Lane, Deborah Davis

Vendors: Royce Rolstad - FCTV; Tana Kendrick - 2K Web Group; Cindy Clark - Bay Media

Visitors: Tamara Allen - Carrabelle History Museum; Mike O'Connell - SGI Civic Club; Rick Watson - FC Tax Collector

1. Welcome/Call to Order Jones
2. Prayer and Pledge of Allegiance Jones
3. Quorum Announcement - Quorum Established
4. Amendments to Agenda - Lombardi Loan and Software Update Solomon
5. Approval of the Minutes of August 14th, 2019 Davis
Motion: Robinson Second: LaPaz Passed

6. Administrative Reports Solomon
 - Financials
 - FCTDC Collections Report
Collections for June 2019 was \$300,092.38; highest collections ever
Very strong June following strong May
 - Expenditures to Budget Davis
Review of expenses and potential rollover of \$400,000
which is in the 2019-20 budget; Included in the report are the
Visit Florida expenses, which will be refunded to the TDC from the grant.
Commissioner Jones stated the \$120,000 designated for SGI Bathrooms,
will be used before end of fiscal year.

7. Promotions Reports Clark
 - Media Report
September Newsletter launched August 21st with 55,745 recipients; the
highest number of clicks was for the Seafood Getaway. As of date of board meeting
there were over 1300 signups for the getaway. See handouts for more detail info.

Requested item: Pet friendly rack cards update. Printing of 5000, for \$400
Motion: LaPaz Second: Pennycuff Passed

 - Web Master Report Kendrick
We had 186 Visitor Guide request. 198 reads online, 112 newsletter signups;
1,085 getaway signups. Web traffic down from August, but August was
highest web traffic ever. See Handouts for more detail info.

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- Video Report Rolstad
Has been working on 3-5 minute video series;

- Visitor Center Report Lane
Visitor Center Numbers - Year to date for January-August: 28,855

- Administrative Items Solomon
Request to make onetime payment of \$100,000 on Lombardi Loan.
Motion: LaPaz Second: Pennycuff Passed

- Key Data Software Presentation and Information
Online presentation will be presented to the Marketing Committee on October 9th.

- 8. Continuing Business - None

- 9. Reports by Local Government Representatives
 - City of Apalachicola - No report Mayor Johnson
 - City of Carrabelle - Mayor LaPaz
Report on Marine Street Boat Ramp, as well as airports, is not on map or website; Request to have a standing date and time for committee meetings.

 - Franklin County Commissioner Jones
\$140,000 earmarked in next year's budget for SGI bathrooms

- 10. Reports from Member Organizations
Tamara Allen - Discussed the Smithsonian Days celebrations with the 3 Museums in Carrabelle

- 11. New Business: Tax Collector, Rick Watson; discussion regarding possibility of FC Tax Collector taking over the collection of the TDC tax. Review of what all the Tax Collector's office does.
Motion to put on November's TDC Agenda for further discussion
Motion: Robinson Second: LaPaz Passed

- 12. Public Comment - none
- 13. Board Comments - none
- 14. Meeting Announcements: Wednesday, 10/09 2:00pm TDC Board Meeting at Eastpoint Visitor Center; Meeting adjourned 4:05 pm