

Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, November 13, 2019, 2:00 P.M.
Minutes

Attendance: Commissioner Ricky Jones, Mayor Kevin Begos, Beverly Hewitt, Buck Bolden, Lewis Christie, Janalyn Dowden, Rex Pennycuff, Kathy Robinson.

Absent: Mayor Brenda Lapaz

Recording: John Solomon, Jean Lane, and Deb Davis

Vendors: Tana Kendrick, Cindy Clark

Visitors: Dan Myers - SGI Business Association (SGIBA), Loula Fuller - SGIBA, Joanna Mc Call - SGIBA
Sheila Hauser - Collins Vacation Rentals, Cutler Edwards - Gibson Inn, Amy Hodson - SG Lighthouse
Association, Tamara Allen - Carrabelle History Museum, Mike and Pat O'Connell - SGI Civic Club.

1. Welcome/Call to Order Chair Commissioner Jones
2. Prayer and Pledge of Allegiance Pennycuff
3. Quorum Announcement Solomon
4. Approval of Marketing and TDC Board Minutes of October 9, 2019 Davis
Motion to approve: Hewitt Second: Robinson Passed

5. Administrative Reports

Financials:

- FCTDC Collections Report Solomon
August Collections were \$134,238.67, an increase over same month last year \$ 22,915.75 or 20.58 %.
- Expenditures to Budget Davis
As of September 30th, 81.5% of the budget had been spent for last year's fiscal year.
As of October 31st for current fiscal year, the report has changed appearance and will mirror the TDC Budget Reports.
See Attached Reports for further information.

Promotions Reports:

- Media Report Clark
November newsletter for October 22nd had 58,618 recipients.
Email Marketing as of November 5th has database of 59,251.
Seafood Culinary Getaway launched August 20 through October 15.
It has the highest number of signups of any other getaway (2,025).

Requested Items Includes Production and Content Expenses:

Coastal Lifestyles - \$2,800

Motion: Robinson Second: Pennycuff Passed

Garden and Gun - \$7, 182

New Orleans Magazine Gulf Coast Travel - \$2,052

Compass Media City/ Regional Magazine - \$7,632

Good Housekeeping/ Woman's Day - \$2,789

Motion: Robinson Second: Dowden Passed

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Permission to contract for up to \$500 of photography as identified in various sources (flickr, social media, etc.),

Motion: Pennycuff Second: Bowden Passed

Permission to attend Visit Florida Adventure Travel Marketing Program at the Steinhatchee Landing Resort, December 11th & 12th, 2019

(Registration \$50/ Lodging varies) Total cost for Conference \$ 569.

Motion: Pennycuff Second: Bowden Passed

o Web Master Report

Kendrick

Visitor Guide Request: 124 Visitor Guide Online Reads: 188

Accommodations Lead Request: 84 Newsletter Signups: 87 Getaway Signups: 45

See handouts for more information

o Video Report

Rolstad

The Board was informed in September that FCTV had began work on the production of 3-5 minute video series. During the October Marketing meeting and TDC Board Meeting, the 1st of the Museum series was shown featuring the Raney House. During the Marketing meeting the committee recommended the creation of the Museum Series. At the October TDC Board Meeting the board accepted the Marketing Committee's recommendation and approved the production of the Museum Series, Event and Festival Series, and a Series covering each of the communities (Towns) within Franklin County, as well as other Series that may be requested by the board. At this meeting the Board reviewed the Video Production Budget and a motion was made for the TDC Board to approve Production cost of \$500 for each video in each video series.

Motion: Robinson Second: Hewitt Passed

o Visitor Center Report

Lane

Visitor Numbers for October, 2019

Apalachicola: 1665 EPVC: 294 SGI: 963 Carrabelle: 97

Total for October: 3016 Total January - October: 34,421

o Administrative Items

Solomon

Landscaping Eastpoint Visitor Center

L & S Handyman and Lawn Services

Winter Cleanup , total \$900

Motion: Bowden Second: Christie Passed

6. Continuing Business - None

7. Reports by Local Government Representatives

o City of Apalachicola

Mayor Begos

Mayor Begos gave an overview of possible festivals and events for next year (i.e. Shrimp and Grits Festival).

o City of Carrabelle - None (Mayor LaPaz was absent)

Mayor LaPaz

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- Franklin County Commissioner Jones
Report and update on SGI Public Restrooms - See Handout
Motion to request the TDC Board recommend pursuit of a loan which would fund the project's construction (SGI Bathrooms). The loan would be paid annually with the allowable 10% currently budgeted.

Motion: Pennycuff Second: Robinson Passed

8. Reports from Member Organizations:
Carrabelle History Museum - Tamara Allen gave an overview of events taking place in Carrabelle.
9. New Business - Request for funding of SGI Business Association Holiday Lights Event.
See Handouts. After discussion, motion to fund the Holiday Lights Event, for 20 days on SGI as a \$2000 Promotional grant.
Motion to fund the Holiday Lights Event in the amount of \$2,000 from the
Motion: Robinson Second: Hewitt Passed

10. Public Comment - None
11. Board Comments - None

12. Meeting Announcements:
No meeting in December. Next Meeting scheduled for 2:00 pm on January 8th, 2020.

Meeting adjourned at 3:40 pm

Summary of approved motions:

- Approval of Marketing and TDC Board Minutes of October 9, 2019
- Approval of Ad Buys \$22,505
- Approval to purchase and add photography to our video library up to \$500
- Permission for Ms. Clark to attend Visit Florida Adventure Travel Marketing Program at the Steinhatchee Landing Resort, December 11th & 12th, 2019 (Total cost for Conference \$ 569
- Approval of payment of production cost of \$500 for each video in the video series approved by TDC Board.
- Approval of payment of Winter Cleanup for landscaping Eastpoint Visitor Center by L & S Handyman and Lawn Services, total cost \$900.
- Recommendation the TDC to use up to 10% of TDC funds toward a bank loan annually towards construction of the new St. George Island Bathrooms.
- Approval of promotional grant of up to \$2000 for the SGI Business Association's Holiday Lights Event in December 2019.