

Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, January 8, 2020, 2:00 P.M.
Minutes

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

Absent: Kathy Robinson

Recording: John Solomon, Jean Lane, and Deb Davis

Vendors: Tana Kendrick, Cindy Clark, Royce Rostad

Visitors: Amy Hodson - SGI Lighthouse Association, Sheila Hauser - Collins Vacation Rentals, Tamara Allen - Carrabelle History Museum, Pat O'Connell - SGI Civic Club.

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|---|--------------------------|
| 1. Welcome/Call to Order | Chair Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | Commissioner Jones |
| 3. Quorum Announcement | Solomon |
| 4. Approval of TDC Board Minutes of November 13th, 2019 | Davis |
| Motion to approve: Bolden Second: Dowden | Passed |

5. Administrative Reports

Financials:

- o FCTDC Collections Report Solomon
September was up from previous year, \$90,051.57, almost highest ever. October numbers were \$ 89,660.28. 133% increase from previous October.
- o Expenditures to Budget Davis
As of December 31st, 14.4% of the budget had been spent for the first quarter of this fiscal year.

Promotions Reports:

- o Media Report Clark
January's newsletter launched to almost 60,000 recipients; there were 79 tractable links. The highest number of clicks were for the Coastal Culture getaway, In Concert Series, and Chef Sampler.

December's Special Holiday Event newsletter launched with almost 60,000 recipients; There were 22 tractable links. The highest number of clicks were for Gibson Inn Murder Mystery Weekend, Resort Vacation Properties, Buccaneer Inn, and General Events.

December's regular newsletter launched with around 60,000 recipients. There were 50 tractable links. The highest number of clicks were for the TDC YouTube Museum video, Downtown Christmas Celebration, SGI Palm Lighting, Holiday Fresh Market, and the Eastpoint Christmas.

We have a Coastal Culture Getaway that launched on December 20th and runs through February 14th.

Marketing and Media Report has production in the following: Tallahassee Magazine, Compass Media City Regional Magazine, Coast Line, Coastal Culture Getaway Assets, COCA, Outdoor

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Photographer, Garden and Gun, Women's Day Magazine, Good Housekeeping Magazines, AAA Living Magazine, and US News and World Report.

Ms. Clark attended the Visit Florida Adventure Marketing conference in Steinhatchee (December 11-12). Visit Florida has selected Apalachicola for the VF Adventure Florida Statewide Conference (part 2) for April 7-8, 2020.

o Web Master Report

Kendrick

Visitor Guide Request: 138 Accommodations Lead Request: 73 Newsletter Signups: 285
Getaway Signups: 73

o Video Report

Rolstad

During the month of December FCTV continued work on the museum series and event series videos. Videos completed: Apalachicola Downtown Christmas Celebration, SGI Lighting of the Palms, Carrabelle's Holiday on the Harbor, Carrabelle Lighthouse Museum and the Seafood Festival.

The next projects in the museum series will be the SGI Lighthouse Museum, the Apalachicola National Estuarine Research Reserve, and Camp Gordon Johnston. Upcoming videos will be the Oyster Cook-off and the Butts and Clucks Events.

Future projects will begin with the City Series featuring Apalachicola, Eastpoint, SGI, Carrabelle and the Eastern part of our County.

Reviewed and listened to the two videos produced: Carrabelle's Holiday on the Harbor and SGI Lighting of the Palms. Motion to approve the two videos.

Motion: LaPaz Second: Begos Passed

Motion to make recommendation that the Director, John Solomon and the Marketing Chair, Mayor LaPaz authorization to approve any future videos for the TDC Board.

Motion: Hewitt Second: Bolden Passed

o Visitor Center Report

Lane

Visitor Numbers for October, 2019

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

Total for December: 2,262 Total January - December: 38,908

o Administrative Items

Solomon

The current FCTDC Membership Roster was reviewed; The Tourist-Related At Large position held by Rex Pennycuff expired 12/11/2019 and was up for renewal.

Motion to extend Mr. Pennycuff's membership on the TDC Board through December 31, 2024.

Motion: LaPaz Second: Christie Passed

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6. Continuing Business - None

7. Reports by Local Government Representatives

o City of Apalachicola

Mayor Begos

Mayor Begos discussed the condition of historical signs in City of Apalachicola are in need of repairs.

o City of Carrabelle -

Mayor LaPaz

Mayor LaPaz question if Key Data can be accessed by the Carrabelle Chamber and Visitor Center. Mr. Solomon will research contract, and get back with her. Mayor LaPaz notified board that their second webcam at the Carrabelle Boat Club is now functioning.

o Franklin County

Commissioner Jones

Request from Commissioner Jones that copies of all contracts be sent to all TDC Board Members.

o Reports from Member Organizations:

SGI Lighthouse Association - 9th Annual Tour of Homes

Civic Club - Success of the SGI Lighting of the Palms

8. New Business - Carrabelle Three Museum Project - Part III

Request for funding for a large 2 sided billboard advertising the three Carrabelle Museums.

Motion for funding of the cost of billboard in the amount of \$1200

Motion: Hewitt Second: LaPaz Passed

9. Public Comment - None

10. Board Comments - None

11. Meeting Announcements:

Next Meeting scheduled for 2:00 pm on February 12th, 2020.

Meeting adjourned at 3:00 pm

Summary of approved motions:

- o Carrabelle's Holiday on the Harbor and SGI Lighting of the Palms. Motion to approve the two videos.
- o Motion to make recommendation that the Director, John Solomon and the Marketing Chair, Mayor LaPaz authorization to approve any future videos for the TDC Board.
- o Motion to extend Mr. Pennycuff's membership on the TDC Board through December 31, 2024.
- o Request for funding for a large 2 sided billboard advertising the three Carrabelle Museums. Motion for funding of the cost of billboard in the amount of \$1200