

Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, February 12th, 2020 - 2:00 P.M.
Minutes

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

Absent: Mayor Kevin Begos

Recording: John Solomon, Jean Lane, and Deb Davis

Vendors: Tana Kendrick, Royce Rolstad, Cindy Clark

Visitors: Tamara Allen – Carrabelle History Museum, Amy Hodson- SG Lighthouse Association,
Cutter Edwards – Gibson Inn

1. Welcome/Call to Order Chair Commissioner
Jones
2. Prayer and Pledge of Allegiance Pennycuff
3. Quorum Announcement Solomon
4. Approval of the Minutes of January 8th, 2020 Davis
Motion to approve: Pennycuff Second: Robinson Passed
5. Administrative Reports
 - Financials
 - FCTDC Collections Report Solomon
Collections for November 2019 was \$57,067.01
October and November of 2018 were outliers;
Compared with 2017 figures, we have a 9% increase and the
highest collection of any prior November.
 - Expenditures to Budget Davis
Expense to Budget Report through end of January 2020 was presented.
Currently we have used approximately 22% of our budget.
 - Promotions Reports**
 - Media Report Clark
The February newsletter launched on January 21st to nearly 60,000 recipients.
There were 69 trackable links embedded into the newsletter.
The reader open rate averaged 16.8% and the click through rate averaged 9.7%.
The highest number of click-through registered as follows:
SGI Tour of Homes (14.8%), Chef's Sampler (6.9%), Coastal Culture Getaway (6,5%),
General Events (5.7%), and Eastpoint Volunteer Fire Dept (3.6%).

The Coastal Getaway launched December 20th, 2019 and closes on February 14th,
2020.

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The total number of signups so far is 405.

Marketing/ Media Coordination:

Production: Coastal Cuisine, Coast Line February TDC pages, COCA and Nashville print/ banner ads. Content: Coastal Cuisine.

Next Getaway will be an Adventures Getaway, and it will launch on February 15th.

There was an ad buy that came up between TDC Board Meetings. John coordinated with Mayor LaPaz. It was for the Food and Travel Magazine. The ad buy was for \$4,560 with production included.

Motion: LaPaz Second: Pennycuff Passed

- Web Master Report Kendrick

Website Visitors 35,290. This is up almost 5% compared to the previous year.

Completed goals are also up over 40%.

Visitor Guide Request: 241 Visitor Guide Online Reads: 490

Accommodation "Lead" requests: 84

Newsletter Signups: 301 Getaway Signups: 309

Paid ad campaigns generated a total of 15,342 visits to the website in January.

Social media generated a total of 222,300 impressions and 10,900 engagements in January.

Five blog post were published on the website in January:

- I. The Sound of Music: Warm Up with Winter Concerts on Florida's Forgotten Coast
- II. It's Showtime! Apalachicola's Dixie Theatre Kicks Off It's 2020 Season
- III. Beat the Winter Blues with a Getaway to Florida's Forgotten Coast
- IV. February Fun on Florida's Forgotten Coast
- V. Florida's Forgotten Coast is Making Headlines Again

See handouts for additional statistics

- Video Report Rolstad

In January FCTV completed three video projects:

- I. Museum series on the Apalachicola National Estuarine Research Reserve
- II. Event series on the Oyster Cookoff and
- III. Event series on the Butts and Clucks Cookoff on the Bay

In February we will be doing videos on the SGI Tour of Homes, African American History Festival, and the Mardi Gras Parade in Apalachicola.

We are in the process of getting shoos scheduled at the Camp Gordon Johnston Museum

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and the Cape St. George Island Lighthouse Museum.

- Visitor Center Report

Lane

Visitor Numbers for January 2019

Apalachicola: 1,304 EPVC: 282 SGI: 873 Carrabelle: 309 Total: 2,768

Request for Travel Writer for Visit Florida from Switzerland. Will be here for just one day. Will be here in March. Requesting funds for up to \$400.

Motion: Pennycuff Second: Robinson Passed

- Administrative Items:

Solomon

Report from Key Data, on Florida Gulf Coast, we were at 3% increase; We were only ones along the Gulf Coast with an increase. Booking window is 76-80 days, sooner than others.

Length of stay is also up from 7 to 9 days.

6. Continuing Business: - None

7. Reports by Local Government Representatives

- City of Apalachicola: None/ Absent
Begos

Mayor

- City of Carrabelle:
Reported about incident on Carrabelle Beach
Reported about upcoming events in Carrabelle

Mayor LaPaz

- The Fort at Prospect Bluff – 02/15
- Carrabelle Culture Crawl – 03/21
- Carrabelle History Museum Presentation about Turpentine in North Florida
- Full Moon Climbs in March and April
- Camp Gordon Johnston Days

- Franklin County
Commissioner Jones

Would like to request that Public Comments be moved up on the Agenda before the Reports.

8. Reports from Member Organizations

Amy Hodson reported SGI Tour of Homes had 632 visitors, netted \$17,000 and had 134 volunteers

Tamara Allen handed out posters for upcoming events in Carrabelle

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John Solomon reported for the Bay Chamber the success of the Butts and Clucks Cookoff
Royce Rolstad reported on Panhandle Players production had highest attendance of over

700

9. New Business - Cancelling April Meeting so Board Members and Vendors can attend Visit Florida Adventure Tourism Conference.

Motion: Approval of payment for Board Members and Vendors to attend Adventure Tourism Conference in Apalachicola on April 7th and 8th. Request is for registration and lunch.

Motion: Pennycuff

Second: LaPaz

Passed

Request from CGJ Event being moved from original date to new date in April.

Motion: LaPaz

Second: Christy

Passed

10. Public Comment -

Pennycuff for the Eastpoint Civic Association gave a report on projects they are working on

They have 70 members. Main objective is to work on the face of the waterfront. They are working on getting a feasibility study done, and also on an economic development plan to include lighting on Hwy 98 and a pavilion at their cemetery. Also, they are working on applying for two grants and request letters of support from the FCTDC Board.

Motion to provide the Eastpoint Civic Club letters of support, amended by Mayor LaPaz to also include letters of support for both the cities of Carrabelle and Apalachicola for upcoming grants.

Motion: LaPaz

Second: Bolden

Passed.

Tamara Allen suggested for Pennycuff to attend a program that will be held on the 15th in Carrabelle about applying for Grant Programs and different grants available.

11. Board Comments - None

12. Meeting Announcements:

Next Meeting: March 11, 2020 2:00pm TDC Board Meeting - Eastpoint Visitor Center

Meeting adjourned at 2:55 pm

Summary of Motions:

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Motion: Pennycuff Second: LaPaz Passed

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Motion: LaPaz Second: Christy Passed

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