

**Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex and Online
Agenda
Wednesday, September 2, 2020 2:00 P.M.**

Attendance: Commissioner Ricky Jones - Chair, Lewis Christie – Carrabelle Chamber of Commerce, Mayor Brenda LaPaz – City of Carrabelle, Beverly Hewitt – Apalachicola Bay Chamber, Rex Pennycuff – TDC Board Member, Mayor Kevin Begos- City of Apalachicola, Kathy Robinson – TDC Board Member, Janalyn Dowden, TDC Board Member, Buck Bolden – TDC Board Member

Absent: None

Recording: John Solomon, Deborah Davis

Vendors: Royce Rolstad – FCTV, Tana Kendrick – 2K Webgroup, Cindy Clark – Bay Media

Visitors: Tamara Allen

AGENDA

- | | |
|---------------------------------------------|--------------------|
| 1. Welcome/Call to Order | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | Pennycuff |
| 3. Quorum Announcement | Solomon |
| 4. Approval of the Minutes of June 10, 2020 | Davis |

Motion: Pennycuff Second: Robinson **Action Item** Passed

5. Public Comments - Online

Tamara Allen – Carrabelle History Museum – update on upcoming events in Carrabelle
Jeffery Baldwin – Representing DEP Greenways and Trails – Introduction and Listening in.

6. Administrative Reports

- FCTDC Collections Report Solomon
- Expenditures to Budget Davis

Promotions Reports

- Media Report Clark
- Fishing Get-Away launched July 28th. Motion to extend to October 1st.
- Motion: LaPaz Second: Hewitt/Robinson Passed

Marketing request: Total amount requested to secure for Spring 2021 including Production is \$51,275.21.

Visit Florida Coop Ad Buys:

- a. 2021 Visit Florida Map - \$5700
Motion: LaPaz Second: Bolden Passed
- b. Compass Media City Regional Magazine Print/Digital - \$11,394.30
Motion: Robinson Second: Hewitt Passed
- c. New Orleans Magazine - \$ 3,203.40
Motion: Hewitt Second: Pennycuff/Bolden Passed
- d. Texas Monthly – for the month of February. \$ 9,671.76
Motion: LaPaz Second: Hewitt Passed
- e. Atlanta Monthly – for the month of December. \$3,065.46
Motion: Robinson Second: Bolden Opposed: Hewitt Passed
- f. Visit Florida Vacation Guide – ½ page. \$ 11,826.36
Motion: Bolden Second: LaPaz

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5. New Business –

1. Approve Grant Committee Recommendations:

a. Small Grants

Motion: LaPaz Second: Robinson/Bolden Passed

b. Large Grants

Motion: Pennycuff Second: Bolden Passed

c. Museums

Motion: LaPaz Second: Robinson Passed

2. Lombardi Property Loan - With the increase of the collections above what was expected during the pandemic, the administration is suggesting we pay off in full (\$199,000) the loan for the Lombardi Property (Olan Ward Seafood Park and Museum)

Motion: Pennycuff Second: LaPaz Passed

3. Pledge to Protect Initiative - The Franklin County TDC, Gulf County TDC and the Franklin/Gulf Health Departments combined efforts to start the pledge to protect programs that encourages businesses to promote the CDC guidelines during the pandemic.

4. Carrabelle Chamber of Commerce is requesting the printing of their new brochure, Living Simply by the Sea. It is a 4-fold brochure double sided printed in full color. Request is for the TDC to pay printing: \$1,130.00 for 10,000 copies.

Motion: Hewitt Second: LaPaz Passed

6. Reports by Local Government Representatives:

A. Franklin County

Comm Jones

1. Request to renew current vendors and administration contract agreements.

Motion: Pennycuff Second: Hewitt Passed

2. Request the TDC Develop and Launch Mobile application that has capability of Beach, Event and News notifications as well as many other features.

2019-20 budget \$10,000 for setup; 2020-21 Budget \$5,000 for 2- year contract

Motion: Pennycuff Second: Robinson Passed

3. Request for temporary measures to create a QR Code and place on the Beach Flag signs at the beach access points using Sign Design to print 2x2 decals with the QR code. Until the new beach access signs are replaced after hurricane season. Cost is approximately \$30/ sign.

Motion: Robinson Second: Hewitt Passed

B. City of Apalachicola:

Mayor Begos

1. Discussion of using TDC funds for a Convention Center

C. City of Carrabelle:

Mayor LaPaz

1. Carrabelle Culture Crawl is Labor Day Weekend

7. Reports from Member Organizations: None

8. Board Comments: None

9. Meeting Announcements: Next Meeting October 14, 2020 at 2:00, place TBD

Meeting adjourned at 3:45 PM