

Franklin County Tourist Development Council
Board Meeting Minutes
Wednesday, June 10th, 2020 2:00 P.M.
Fort Coombs Armory, Apalachicola, FL

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

Absent: Janalyn Dowden - TDC Board Member, Buck Bolden - TDC Board Member

Recording: John Solomon, Deborah Davis

Vendors: Cindy Clark - Bay Media, Tana Kendrick - 2K Web Group

Visitors: Tamara Allen - Carrabelle History Museum

1. Welcome/Call to Order Commissioner Jones, Chair
2. Prayer and Pledge of Allegiance Pennycuff
3. Quorum Announcement Solomon
4. Approval of the Minutes of March 11th 2020 Solomon

Motion to approve: Robinson Second: Hewitt Passed Unanimously

5. Public Comments: **None**

6. Administrative Reports:

- FCTDC Collections Report Solomon
January totals were up 5% over previous year; February totals were up 43% over previous year; then March came and the Covid-19 virus and our numbers dropped to 44% decrease over previous year; Since then our numbers are trending up for May and June, so we anticipate numbers coming back up. So far for the year we are still up over the same period for the previous year totals.

- Expenditures to Budget Davis
Items of note: The loan balance as of May was \$215,310, compared to original loan balance of over \$1 million, we are doing good; Under SGI Bathroom Project we budgeted \$67,500 for that project, and so far we have spent \$ 52, 367 on the project. The expenses are with Dewberry and are mainly for design, survey, geotechnical, architectural and permitting. Considering we are two-thirds (66%) through the fiscal year, we have only spent 41% of our budget, leaving us in a good position going forward.

7. Promotions Reports:

- Media Report Clark
Metric analysis of the April, May and June newsletters was given.
Two getaways were launched between February 15th and June 30th.
The first one launched in February was the Adventure Getaway with a total signup of 652.
The second getaway for "Come to the Coast" launched May 29th and runs through the end of June. The Marketing/Media Coordination consisted of production for the June Coast Line, COCA digital ads for May, and Trip Advisor. Content for Visit Florida consisted of Beach Park Accessibility, Virtual Lighthouse Tour, Iconic Florida recipe, Virtual painting events and Virtual Museum tours. Also, there was Flagler award preparations.

- Marketing Request:
Request via Visit Florida to host a pair of journalist. Request to provide access to attractions, meals and a campground site.

Motion to approve: Pennycuff Second: Robinson Passed Unanimously

Request to advertise in Florida's Sportsman August/September Issue with a full page placement adjacent to editorial feature on the Apalachicola delta fishing, included 50,000 digital banner ad impressions. Additionally, TDC will receive editorial coverage in upcoming issue with TDC hosted Florida Sportsman media trip. Requesting cost including production \$3,420.

Motion to approve: Hewitt Second: Pennycuff Passed Unanimously

- Web Master Report Kendrick
Website traffic was trending up until March. March website traffic was down by about 10K. April traffic was down by about 30K, and May traffic was slightly increased over the previous year May totals. People looking or lodging information was down for March and April, but up 136% in June, to date. Visit Florida published a report on their website traffic. We compared our traffic along side theirs. Our website traffic from organic searches began to climb the end of April and continued to increase. The beginning of June we reviewed website data and Key Data software

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to plan the remainder of the year's internet marketing. The beginning of our summer season may be worrisome, but August and October trends are very positive.

There has been an invoice issue with the County Finance Office for the Engine Optimization Services provided by 2K Web group for the TDC. Due to a revised budget for the 2019-20 this line item was increased in the budget, but there were no addendums to the contract to increase the amount of payment for these services. Motion to approve the attached addendum and present to the FCBOCC for approval of the changes and payment of past invoices. The additional \$20,000 came from a deleted line item in 2K Web group's contract.

Motion to approve: Robinson Second: Hewitt Passed Unanimously

- Video Report - *See Continuing & New Business* Solomon for Rolstad
 - Visitor Center Report - Visitor Numbers Solomon for Lane
Visitor tracking for January - May was 9,667
With the Covid-19 issue the visitor centers closed the middle of March and did not reopen until around the middle of May.
 - Administrative Items - *See Continuing & New Business* Solomon
8. Continuing Business-
- Video Series please see attached lists; this list is for approval of each video that was requested in each series:
 - Motion to accept the Video Series that include the Museum Series, Town Series, and Event Series (See list). Camp Gordon Days needs to be added to list.
Motion to approve: LaPaz Second: Christie Passed Unanimously
 - Maintenance on the survey software with 2K Web group:
Motion for the approval of 2K Web group to maintain and update the Survey Software.
Motion to approve: Robinson Second: Christie Passed Unanimously
 - Approval for Royce Rolstad Photography to continue Photo and Video Shoots to bolster Video/ Photo Library and Cost: Motion to approve additions to the video and photo library. The additions are in the 2019-20 budget with line items under website revisions/ photo library/ photo setup for up to \$12,200. This budgeted item is not part of FCTV's regular contract. Motion is to approve this budgeted expense item.
Motion to approve: LaPaz Second: Hewitt Passed Unanimously
 - St. George Island New Bathroom Project has been approved and is going out for bid.
 - Approval of New Sign for Saint George Island Visitor Center for \$1,200 4 x 8 double sided with TDC logo.
Motion to approve: Robinson Second: Hewitt Passed Unanimously
9. New Business –
- Flagler Awards: John submitted invoices for applying for 12 Flagler Awards. Motion to request reimbursement for the Flagler Award Applications cost of \$540.
Motion to approve: Hewitt Second: Robinson Passed Unanimously
 - 2020-21 Small, Large & Museum Grants: Motion to approve the 2020-21 grant program as presented.
Motion to approve: LaPaz Second: Pennycuff Passed Unanimously
 - 2020-21 Budget: Motion to approve the 2020-21 TDC Budget and Promotional Budget as presented.
Motion to approve: Robinson Second: LaPaz Passed Unanimously
 - Letter of Support for Carrabelle History Museum's application for a Heritage Education Grant to create an exhibit on the Shipwrecks of Dog Island: Motion to submit a letter of support for the Carrabelle History Museum's application for Grant as presented.
Motion to approve: LaPaz Second: Christie Passed Unanimously
 - Approval of Consolidated Beach Access Signage: Request to bring back to board design and cost.
Motion to approve: Pennycuff Second: Robinson Passed Unanimously

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- Request to purchase a new updated recording device for the TDC Board Meetings.
Approval to research and price and return to board for approval.
Motion to approve: LaPaz Second: Robinson Passed Unanimously

10. Reports by Local Government Representatives:
Franklin County Commissioner Jones

- Brochure and publicity campaign clarifying the use of golf carts on Saint George Island: The product as I understand it is a tri-fold brochure (8.5 x 11) about the St. George island bike path with information about golf carts on SGI. The comment was made to include some reference to golf cart rules in Apalachicola and Carrabelle but the main focus of the brochure was SGI bike path and the rules there.
Motion to approve the printing of 10,000 brochures for the cost of \$ 1,000.00 (cost of printing and production).
Motion to approve: Pennycuff Second: Robinson Passed Unanimously

- Recommending a 1% increase in the TDC tax:
Motion to approve: Hewitt Second: Robinson Nays : Lapaz Passed by Majority

City of Apalachicola: Nothing to Report at this Time Mayor Begos
City of Carrabelle: Nothing to Report at this Time Mayor LaPaz

11. Reports from Member Organizations
Carrabelle History Museum - Tamara Allen
Thanks to the TDC Board for their letter of support.

12. Board Comments: None

13. Meeting Announcements:
• Wednesday, 7-8-2020 2:00pm TDC Board Meeting at Eastpoint Visitor Center or Fort Coombs Armory
• Meeting adjourned at 3:25 pm