

**Franklin County Tourist Development Council Board Meeting
Franklin County Courthouse Annex and ZOOM
Wednesday, November 4, 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: Tana Kendrick – 2K Webgroup, Cindy Clark – Bay Media

Visitors: Tamara Allen - Carrabelle History Museum, Lisa Munson - Carrabelle Chamber

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| 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 | Action Item
Davis |
| Motion: Pennycuff | Second: Hewitt |
| | Passed Unanimous |

5. Public Comments - ZOOM None

6. Administrative Reports

- FCTDC Collections Report Solomon
 Collections for August 2020 were the highest than any other August except for August 2017. We are only approximately 20,000 short of meeting last year's YE totals. We are expecting high numbers also for September to close out this year on a positive note.

- Expenditures to Budget Davis
 There are two reports, one for YE September 2020 and the other is for October 2020. For this past October we paid the first quarter payments for Aid to Local Governments and also Visitor Centers (\$66,750) and Promotions we spent \$27,030.

For YE September 2020, we have a carryover so far of \$448,504. We do have a few bill payment request which have not been submitted to us yet or are pending. I believe the carryover amount will be reduced to \$435,000.

Promotions Reports

- Media Report Clark
 Metrics Analysis, Comparisons, and Email Marketing Details.- See report Birding Getaway launched October 27th and will run through December 15th. The first three days total registering for getaway is 139.

Marketing and Media Coordination:

Production: Coast Line November Ad, Bird Watcher's Digest, Living Bird Magazine, Content: VF Writer request for winter activities.

Coordination - Travel Writer - Doug Griffin, Travel Writer - Bonnie East, and Travel Writer - Gary McKechnie.

