

Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Wednesday, March 11th, 2020 - 3:00 P.M.
Minutes

Attendance: Mayor Kevin Begos, Janalyn Dowden, Beverly Hewitt, Commissioner Ricky Jones, Rex Pennycuff, Kathy Robinson.

Absent: Buck Bolden, Lewis Christie, Mayor Brenda Lapaz,

Recording: John Solomon, Jean Lane, and Deb Davis

Vendors: Cindy Clark, Tana Kendrick, Royce Rolstad,

Visitors: Amy Hodson - SG Lighthouse Association, Lisa Munson - Carrabelle Chamber, Belinda Wharton - Carrabelle Citizen, Tamara Allen - Carrabelle History Museum, Sheila Hansen - Collins Vacation Rentals, Cutler Edwards - Gibson Inn.

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|---|--------------------------|
| 1. Welcome/Call to Order at 3:00 pm | Chair Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | Pennycuff |
| 3. Quorum Announcement | Solomon |
| 4. Approval of the Minutes of February 12th, 2020 | Davis |

Motion to approve: Pennycuff Second: Robinson Passed

5. Public Comments:
Belinda Wharton - Carrabelle Citizen: Commented about possible changes to TDC Website regarding Pet Friendly promotions as well as other suggestions (see handout for her comments).

6. Administrative Reports

• Financials

- FCTDC Collections Report Solomon
Collections for December 2019 was \$ 52,526.91.
This is a 12% increase over the previous year and highest of any prior December.
Due to Hurricane Michael in 2018, statistically the months of October and November are considered outliers. Using 2017 figures for these two months, we are showing increases of 10% and 9% for these two months respectively, and a YTD increase of 31%.

- Expenditures to Budget Davis
Expense to Budget Report through end of February, 2020 was presented.
Currently we have used approximately 25% of our budget.

Promotions Reports

- Media Report Clark
The March newsletter launched on February 25th to over 61,000 recipients.
There were 55 tractable links embedded into the newsletter.
The reader open rate averaged 15.7% and the click through rate averaged 9.6%.
The highest number of click-through registered as follows: DGI Chili Cookoff (15.3%), Plein Air (10%), Adventure Getaway (8%), Eastpoint Volunteer Fire Department (5.4%), and Art & Wine Fest (4.9%).

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Email Marketing: Total Database January 2, 2020: 61,699

Getaways: The Coastal Culture Getaway launched December 20 and ran through February 14.
The Adventure Getaway launched February 15 and will run through April 20th.

Marketing/Media Coordination:

Production: New Orleans digital and print, Coastline March TDC pages, COCA.

Content: Visit Florida

- Web Master Report

Kendrick

Ms Kendrick commented on the Public Comments, and said she would review the suggestions.

Website Visitors 32,373. This is up over 2% compared to the previous year.

Completed goals are also up over 75%.

Visitor Guide Request: 324 Visitor Guide Online Reads: 331

Accommodation "Lead" requests: 87

Newsletter Signups: 343 Getaway Signups: 620

Paid ad campaigns generated a total of 7,544 visits to the website in February.

Social media generated a total of 400,411 impressions and 20,308 engagements in February.

Winter Fishing report was completed with assistance from Captain Tim Peterson. This provides valuable content for the website.

Updated various business listings.

Provided FCTV our "Wish List" for photography.

Four blog post were published on the website in February:

- I. St. George Island Ranks as a Favorite Spring Break Destination for Families
- II. 4 Reasons to Spend Spring Break on Florida's Forgotten Coast
- III. Feeling Adventurous? Enter to Win the Forgotten Coast's Adventure Getaway
- IV. March Down to Florida's Forgotten Coast for Exciting Events All Month Long.

See handouts for additional statistics

Ms Kendrick requested clarification of what is considered an "Event". This will be added to the next agenda for the TDC Board Meeting in May.

- Video Report

Rolstad

In February FCTV completed three video projects:

We are in the process of wrapping up our Museum Series with the SGI Lighthouse and the Camp Gordon Johnston Museums. In the month of March we will be covering the SGI Chili Cookoff, the Eastpoint Rib Cookoff and the Forgotten Coast in Plein Air.

There was a discussion regarding updating the video/photo library with aerial shots, along with other photos and videos. Also discussion of who would have access to use the TDC video library.

Current policy is the video library is available to Franklin County residents upon request to the TDC and County Commissioners.

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Motion to have Royce to submit an estimate of the cost of updating the Video/Photo library and present to the TDC Board at our next meeting.

Motion: Hewitt Second: Pennycuff Passed

Action item at to be added to our next TDC Board Meeting agenda

- Visitor Center Report Lane
Visitor Numbers for February 2020
Apalachicola: 1,829 EPVC: 449 SGI: 1,258 Carrabelle: 233 Total: 3,769
Total YTD is 6,537

- Administrative Items: Solomon
 - I. Writers Visit from Explore Northwest Florida
The County had three authors visit through Explore NW Florida at no cost to the TDC.
 - II. Destinations Florida Summit Request - Request has been removed from the agenda

7. Continuing Business: -
Commissioner Jones brought up the renewal of vendor contracts are due by September.
A motion was made to continue the vendor contracts for another two years.
Motion: Hewitt Second: Robinson Motion did not pass
Opposed: Pennycuff and Begos because this was not an agenda item.

This will need to be discussed at the next TDC Meeting and be an agenda item.

8. New Business - Solomon
- I. Request for approval of letter of support for Apalachicola Artificial Reef Association
See handout
Motion: Pennycuff Second: Hewitt Passed
 - II. Carrabelle Chamber of Commerce is requesting the TDC fund the reprinting of the Carrabelle Snapshot Tour Brochure. Total Cost of the brochure is \$1,800 for 10,000 copies. The brochure has been recently updated and will include the TDC logo.

Motion: Pennycuff Second: Dowden Passed

9. Reports by Local Government Representatives
- City of Apalachicola: None Mayor Begos
 - City of Carrabelle: Absent Mayor LaPaz
 - Franklin County: None Commissioner Jones

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10. Reports from Member Organizations

- SG Lighthouse Association - Amy Hodson: Currently working on having sign replaced. Full Moon Sign was stolen at the Chili Cookoff. Royce is also working on the Tour of Homes Video.
- Brewfest - Amy Hodson: Is requesting the TDC have a tent setup during the Brewfest
- Carrabelle History Museum - Tamara Allen: Handouts of the different upcoming events (Carrabelle Culture Crawl, Talk on Turpentine in North Florida, Smithsonian Day sponsored by Carrabelle's 3 museums.
- Carrabelle Chamber - Lisa Munson: Carrabelle Riverfront Festival
- Eastpoint Volunteer Fire Department - Jean Lane: Upcoming Rib Cookoff

11. Board Comments -

- Dowden: Complaint by resident of Carrabelle Beach that the Lighthouse light is on all of the time. Is there a way to have it go off late at night? The Lighthouse Light is controlled by the Coastguard.

12. Meeting Announcements:

Next Meeting: Wednesday, May 13, 2020 2:00pm TDC Board Meeting - Eastpoint Visitor Center
Due to Corona-19 Virus future Meetings are suspended until further notice.

Meeting adjourned at 4:04 pm.

Summary of Motions:

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Motion: Hewitt Second: Pennycuff Passed

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Action Items for Next Meeting Agenda:

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