

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room and Zoom
Wednesday, January 13th, 2021 2:00 P.M.
Minutes

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

Absent: Lewis Christie – Carrabelle Chamber of Commerce

Recording: John Solomon, Deborah Davis

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

Visitors: Lisa Munson, via Zoom

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance **Pennycuff**
3. Quorum Announcement **Solomon**
4. Approval of the Minutes of November 4th 2020 **Davis**
Motion: LaPaz **Second:** Pennycuff **Approved**

5. Public Comments:

Rick Watson: Request for Rock by the Sea Grant Reimbursement to be approved.

Discussion regarding grant requirements; Virtual events are not covered by the grants.

Grants are for promotional advertisements to bring visitors to the County.

6. Administrative Reports

- FCTDC Collections Report **Solomon**
Fiscal Year 2019-20 ended with 2.17% increase over previous year, and highest year in collections in spite of Covid-19.
Fiscal Year 2020-21 began with an increase of over 64.5% increase over previous October and was highest October to date.
- Expenditures to Budget **Davis**
Expenses compared to Budget are consistent with beginning of a new Fiscal Year, at 11.2% of budget spent. Hopefully new outline is easier to follow. Any Questions?

Promotions Reports

- Media Report and Marketing Request **Clark**
Approval of Getaways for 2021 (See Handout)
Motion: Hewitt Second: Robinson Approved

Discover Magazine: May/June 2021 1/2 Page \$6840 (Sustainable Adventures)
A Visit Florida promotion / Digital Only
Motion: LaPaz Second: Robinson Approved

Outdoor Magazine: Visit Florida Co-op Digital \$4275 (Sustainable Adventures)
Digital Only
Motion: LaPaz Second: Pennycuff Approved

ROVA Print and Digital \$3420 (RV Camping)

Motion: Hewitt Second: LaPaz Approved

Fido Friendly Magazine: Print and Digital \$2600 (Pet Friendly)

Motion: Hewitt Second: Robinson Approved

- Web Master Report -See Handout **Kendrick**
Introduction of new employee, Tina Robinson that will be working on TDC promotional and website maintenance.

- Visitor Center Report **Lane/Solomon**
Visitor Numbers See Handout

- Administrative Items **Solomon**
See Continuing Business

7. Continuing Business-

- Visit Apps – The Florida’s Forgotten Coast Mobile app is now live.
- Consolidated Beach access signs –
We are asking for approval of the consolidated beach access signs we have discussed previously. Parks and Rec will install 2x4 double sided (20 signs). \$140-\$150/ sign

Motion: Hewitt Second: Pennycuff Approved

- The Franklin County TDC won three Flagler awards
 - A. Silver – Open for the Business of Peace & Quiet Villages Invitation
 - B. Bronze - Discover the Forgotten Coast TV Show
 - C. Bronze – Franklin County Visitors GuidePlay Hard Florida also won a Flagler for the video the TDC assisted in for Explore the Forgotten Coast

8. Reports by Local Government Representatives:

- Franklin County - No Report **Commissioner Jones**
- City of Apalachicola: **Mayor Begos**
Apalachicola CDBG-DR Economic Revitalization Grants
Part of grant to fix up Battery Park \$5-10,000 matching grant.

- City of Carrabelle: **Mayor LaPaz**
Requested letter of support for asking FDOT to put a crosswalk at Carrabelle Beach.

9. Reports from Member Organizations

- Tamara Allen - History Museum is featuring exhibit on the Founding Fathers of Carrabelle
- Royce Rolstad - Panandle Players will be doing their first play of the season
They are limited the capacity to 50%. mask and temperature are required and guest will be seated by ushers.

10. Board Comments

- Beverly Hewitt: Lombardi Property/ Museum will tentatively open by April;
Signage? Internet? Lights?

- John Solomon: Visit App - 980 platforms so far

Meeting Announcements: Wednesday, February 10th 2:00pm Court House
annex In Person & Via Zoom. Meeting Adjourned at 3:38 pm