

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room and Zoom
Wednesday, March 10, 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, Janalyn Dowden - TDC Board Member, Lewis Christie - Carrabelle Chamber of Commerce (via Zoom)

Absent: Mayor Kevin Begos- City of Apalachicola, Kathy Robinson - TDC, Buck Bolden - TDC Board Member

Recording: John Solomon, Deborah Davis

Vendors: Tana Kendrick and Tina Robertson - 2K Webgroup, Cindy Clark - Bay Media, Royce Rolsta - FCTV

Visitors: Katie Greene - via Zoom

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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 November 4th 2020 | Davis |

Motion: Hewitt **Second:** LaPaz **Unanimously Approved**

5. Public Comments: None

6. Administrative Reports

- FCTDC Collections Report **Solomon**
November Collections were up 51.52% and December's Collections were up 29%. January is looking good. So far collections are over 58% this year over last year.

- Expenditures to Budget **Davis**
Expenses for the year to date as of January 31st shows expenses approximately 27% of the budget. One item of significance is the budget for the \$2000 and \$5000 Grants. As of the end of January, none of these funds have been used, mainly due to events being postponed or cancelled. It was decided that this item will be looked at in the next few months, and perhaps reallocated if not being used. (Pennycuff) Storm Construction - used to pay the Loans Market Research - One time bill is done for this year.

Promotions Reports

- Media and Marketing Report **Clark**
Metrics Analysis of March Newsletter shows reader open rate averaged 16.6%. The largest number of click-through were the Pet-friendly getaway, the Plein Air Event, the Chili Cookoff as well as the Forgotten Coast App. So far we have over 800 signups for the Pet Friendly Getaway.

Request for Approvals:

Coastline Ad - 1/2 page for April featuring the Forgotten Coast App. (\$428 - includes promotion)

Motion: LaPaz Second: Pennycuff Unanimously Approved

New Orleans Magazine - mid-month ad buy. April - for half price at \$2365 (March price \$4730)
A Visit Florida promotion/ also Digital is being include.

Motion: LaPaz Second: Pennycuff Unanimously Approved

John Solomon Updated on Beach Access-Signs - See printout (Approved in January)

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- Web Master Report - See Handout **Kendrick**

February sessions were up 12%. Top cities are Jacksonville, Miami, Orlando, and Atlanta. A link in Forbes to our website, top 10 safest places to visit during the pandemic.
 - Video Report **Rolstad**

See attached report; Currently working on an Welcoming video for visitors that includes prominent County officials covering informative topics concerning our beach safety rules and issues.
 - Visitor Center Report **Lane/Solomon**

Visitor Numbers See Handout
So far for January through February we have had over 4,000 visitors at the welcoming centers.
 - Administrative Items **Solomon**

Renewal of Janalyn Dowden for three more years as TDC Board Member
Motion: Hewitt **Second:** LaPaz and Pennycuff **Unanimously Approved**

Rental of Bill Board in central part of County advertising the Download for the Forgotten Coast Mobile App for 12 weeks. The price including production is \$2150.
Motion: Hewitt **Second:** LaPax **Opposed:** Hewitt **Approved 4 to 5**

Purchase 750 Window Decals for businesses to advertise Download of the Forgotten Coast Mobile App for \$1 each - total of \$750.
Motion: Hewitt **Second:** LaPaz and Pennycuff **Unanimously Approved**
7. Continuing Business-
- John Solomon reported Visit Florida called and has re-scheduled the Adventure Tourism Conference in Franklin County for December 5 -6, 2021.
8. Reports by Local Government Representatives:
- Franklin County **Commissioner Jones**

Discussion regarding purchasing of property for tourism usage in Eastpoint. Vision to enlarge the areas where the pavilion was located to create a park. This is a discussion to determine if the TDC Board would be in favor of looking into the possibility of land acquisition for this purpose.
Motion: LaPaz **Second:** Dowden **Abstained:** Hewitt **Unanimously Approved**
 - City of Apalachicola: **Mayor Begos**

No Report
 - City of Carrabelle: **Mayor LaPaz**

No Report
9. Reports from Member Organizations
- Katie Greene - Requesting funds of \$900 for new signage at the Raney House Museum
Motion: Hewitt **Second:** LaPaz **Unanimously Approved**

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10. Board Comments

- LaPaz: Camp Gordon Johnston Parade this coming weekend
- John Solomon: SGI Fire Department Chili Cookoff went well.
Eastpoint Fire Department will have their Rib Cookoff on March 19th.

Meeting Announcements:

Tentatively looking at skipping April meeting, and meeting on May 12th. If not, then next meeting is scheduled for Wednesday, April 14, 2021 at 2:00pm in Court House Annex In Person & Via Zoom.

Meeting Adjourned at 3:05 pm