

**Franklin County Tourist Development Council Board Meeting  
County Commission Meeting Room  
Wednesday, May 12th, 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, Buck Bolden - TDC Board Member (via Zoom)

**Absent:** Mayor Kevin Begos- City of Apalachicola, Kathy Robinson - TDC,

**Recording:** John Solomon, Deborah Davis

**Vendors:** Cindy Clark - Bay Media, Royce Rolstad - FCTV

**Visitors:** - Jean Newton 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 March 10th 2021 **Action Item**  
**Motion:** Pennycuff **Second:** LaPaz **Approved Unanimously** **Davis**
5. Public Comments  
Jean Newton via Zoom and Phone - Request Wartime Series dates be extended due to Covid.  
Request was added to agenda for further discussion.
6. Administrative Reports
  - FCTDC Collections Report **Solomon**  
A two month report: January showed collections at \$115,730 resulting in a 61.3% increase over 2020; February collections were \$84,508, a 10% decrease. Total YTD shows a 50% increase over last year.
  - Expenditures to Budget **Davis**  
The expenditures YTD through April shows approximately 34% of budget has been spent.
7. Promotions Reports
  - Media Report **Clark**

**Advertising Request:**

*Water Way Guide - \$ 8,983, reduced from \$ 11,840 - an Annual Web Guide*

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

*Crowdriff - \$ 3,000 co-op with Explore NW Florida. Visual Marketing software used to source and acquire rights to use.*

**Motion:** LaPaz **Second:** Pennycuff **Approved Unanimously**

**Mid-month requests- approved (Solomon and LaPaz) - to be confirmed by TDC Board**

*Nashville Lifestyle - remnant: full page \$ 2,000 and comes with a full page of advertorials.*

*Food and Travel - summer edition \$ 5,130 - 2 pg ad spread and 2 pg editorial.*

*New Orleans - remnant \$ 2,200.*

**Ratified:** LaPaz **Second:** Hewitt **Approved Unanimously**

**Marketing Request:**

Requesting mid-month ad limit from \$5,000 to \$10,000 to accommodate multiple advertising opportunities.

**Ratified:** LaPaz **Second:** Pennycuff **Approved Unanimously**

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**FCTV Report**

**Rolstad**

We have provide 10 short drone videos to 2K Webgroup and Bay Media to use in online promotion. Videos are clips of our various areas highlighting our beaches. We have also added more photos to our photo library to use in online and print advertising. Finally, we have finalized our "Museum Series" video on the Apalachicola Squares that was approved last year.

**Web Master Report:**

**Kendrick**

Absent - Report given by Solomon - No discussion or questions

**Visitor Numbers**

**Solomon**

Apalachicola - 1,426  
Eastpoint - 270  
Saint George Island - 1,396  
Carrabelle - 54  
Total for Month: 3,145  
Total YTD: 11,299

**Administrative Items**

**Solomon**

A. We have received request from travel writer from Katy Wells who has asked to provide for lodging at the Old Carrabelle hotel. She has a confirmed magazine and confirmed online publication: Snowbirds and RV Travelers magazine, a magazine in BC, Canada and <https://americanroads.net> and <https://rovology.com/>

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

B. Travel Writer Dawn Perez has reached out she is well published author she is doing this for magazine focusing on sport fishing. She has requested to do a story here about women fishing on the forgotten coast. She has secured two magazine that want to feature this article. She has asked for lodging and booking with Photo/Fishing trip. She has confirmations from woods & Water Magazine and Coastal Angler to run the article and photos.

**Motion:** Pennycuff                      **Second:** Lewis                      **Approved Unanimously**

C. Discovery TV has reached out to shoot a fishing episode in Franklin County they are using Krista Miller as a guide as well will have their own boat. They will be here July 5<sup>th</sup>-11<sup>th</sup> and have asked if the TDC could provide lodging for that time period. 3 separate bedrooms required. This is long running TV show. This will come out of the Video Budget and has a \$4000 cap.

**Motion:** Pennycuff                      **Second:** Hewitt                      **Approved Unanimously**

D. Streaming TV Advertising (unskipable) - Cost \$2000 for 2 months - Total of 50,000 of 30 sec. spots.

**Motion:** Hewitt                      **Second:** Christie                      **Approved Unanimously**

**7. Continuing Business**

A. Beach Access Signs: Franklin County Parks and Recreation has placed all 20 signs out on beach access sites in the county in doing so they installed them with new frames that really make the sign pop. I am requesting we reimburse them the cost of building these frames. Cost \$1,049.50

**Motion:** Pennycuff                      **Second:** Hewitt                      **Approved Unanimously**

B. Mobile App: As of May 12th the mobile App has 2,448 users, averaging 21 new users per day.

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**8. Reports by Local Government Representatives: Com. Jones**

- A. Franklin County: - None  
Motion to send flowers/gift to Mayor Begos at Mayo Clinic

**Motion:** Pennycuff      **Second:** LaPaz      **Approved Unanimously**

- B. City of Apalachicola:      **( Absent - No Report)**      **Mayor Begos**

- C. City of Carrabelle:      **Mayor LaPaz**

Motion to approve Jean Newton's request made in the public comments, to allow grant recipients for 2020-21 an extension to hold events through September 15th.

**Motion:** LaPaz      **Second:** Christie      **Approved Unanimously**

**9. Reports from Member Organizations**

Jean Newton acknowledged approval of extension and thanked the board for their consideration

**10. Board Comments**

Hewitt: Received a phone call from the SGI Paintout thanking the board for their support and giving an update on the success of the paintout.

LaPaz - Updated board that the fireworks for the Independence Day celebration will occur as follows:  
Carrabelle - July 2nd  
Apalachicola - July 3rd  
SGI - July 4th

Comm. Jones - Hearing on May 18th to discuss the increase of the TDC Bed Tax by 1%.

Christie - Carrabelle will be holding the Riverfront Festival on June 12th;  
also the Carrabelle Chamber is looking for a new director.

**Meeting Announcements:**

Next meeting will be on Wednesday, June 9th , 2:00pm, Court House annex In Person & Via Zoom

Meeting adjourned at 3:06 pm