

**Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Wednesday, June 9th, 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, Tana Kendrick - 2K Webgroup

Visitors: - Amy Hodson, SG Lighthouse Association and Jean Lane, EPVC via Zoom.

1. Welcome/Call to Order **Commissioner Jones**
 2. Prayer and Pledge of Allegiance **Rex Pennycuff**
 3. Quorum Announcement **Solomon**
 4. Approval of the Minutes of May 12th 2021 **Action Item**
Motion: LaPaz Second: Pennycuff Approved Unanimous **Davis**

 5. Public Comments: None
 6. Administrative Reports **Solomon**
 - FCTDC Collections Report March -
Collections were \$ 149,485 an increase of \$ 77,538 or a 107.8% over previous year. **Solomon**

 - Expenditures to Budget **Davis**
Review of Expenditures, we are on track and have only spent approximatelu
40% of out budget through May.
- Promotions Reports**
- Media Report **Clark**
No Media Request - The RV Getaway just ended and it had 1,045 registrations for the getaway.
The next getaway is the Mindful or the Sustainable getaway that started on July 20th.
The Florida Saltwater Fishing Guide is the State of Florida Saltwater Fishing Regulations. Can be viewed
at myfwc.com/printable regulations

 - FCTV Report **Rolstad**
No additional Report for this period; He will be filming at the Carrabelle Riverfront Festival this coming
weekend.

 - Web Master Report **Kendrick**
Social Efforts for the month of May - were inline with the TDC Goals; Added a section of top Instagram
post. Sharing others that post about our County. Visitor Guide Request have continued ot climb. For the
month of May we had 350 request. Top Cities, Bounce rate of #4, not a real place; ignore.
Mayor LaPaz commented she has been following the FB page, and new postings are coming out
every day. John, also commented about hospitality workers are being given a spotlight of their hard
work. Businesses can submit thanks to their employees in the hospitality industry.

 - Visitor Numbers **Solomon**
Total for May was 3,786 and the total YTD is 15,085
- Administrative Items** **Solomon**
- Amended Item added to Agenda - Visit Florida Coop 80/20 for the RAO Program. A \$12,500 package
with our cost as \$ 2,500 for 30 sec ads streaming TV commercials; for a total of 4 weeks. Will run
October 17th through November 14th; will come out of the TV Production Budget.

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Motion: Hewitt Second: Dowden Approved Unanimous

- Review and Approval of 2021-22 Draft Budget to Submit to Franklin County BOCC and the 2021-22 Promotional Budget

Motion: Pennycuff Second: LaPaz Approved Unanimous

- Inquiry to Board Members of their interest into them purchasing TDC Logo Shirt (board member must purchase)

7. Continuing Business

- On May 18th the Franklin County Board of County Commissioners voted 5-0 to increase the Local Tourism Tax from 2% to 3%. This change will take effect on July 1st 2021.
- The Grant Submission time period will open Monday, June 14th and the final day to submit will be Wednesday, August 4th. We will have Grants Meeting at 1:30pm on August 11th. Mrs Deb will be reaching out to all previous applicants and will promote on social media.
- **Action Item:** Approve advertisement in Apalachicola Times for the grant submissions.

Motion: Pennycuff Second: Dowden Approved Unanimous

A. Reports by Local Government Representatives:

- Franklin County: None
- B. City of Apalachicola: None
- C. City of Carrabelle: None

**Com. Jones
Mayor Begos
Mayor LaPaz**

8. Reports from Member Organizations

SG Lighthouse Association - Amy Hodson
They are having record hits on their website.

9. Board Comments:

Christie: Carrabelle Riverfront Festival
Hewitt: Handicap ramps for the beaches
Dowden: Carrabelle Chamber moving to a new location possibility?

Meeting Announcements:

Wednesday, August 11th 1:30pm for Grants Committee Meeting & General Meeting 2:00pm Court House annex In Person & Via Zoom

Meeting Adjourned at 2:54 pm