

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room and Zoom
Wednesday, February 9, 2022 2:00 p.m.

Attendance: Commissioner Ricky Jones - Chair, Mayor Brenda LaPaz – City of Carrabelle, Beverly Hewitt – Apalachicola Bay Chamber, Lewis Christie – Carrabelle Chamber of Commerce, , Janalyn Dowden, TDC Board Member, Rex Pennycuff – TDC Board Member, Kathy Robinson – TDC Board Member

Via Zoom: Mayor Brenda Ash- City of Apalachicola and Buck Bolden – TDC Board Member

Absent: None

Recording: John Solomon, Deborah Davis

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

Visitors: Tamara Allen, Carrabelle History Museum and Becca Sapienza, Apalachicola Bay Chamber of Commerce; Amy Hudson - Saint George Lighthouse Association - via Zoom.

- | | |
|--|---------------------------|
| 1. Welcome/Call to Order | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | Pennycuff |
| 3. Quorum Announcement | Solomon |
| 4. Approval of the Board Meeting Minutes 11/10/21 | Davis |
| Motion: LaPaz Second: Hewitt Approved | Unanimous |

5. Public Comments: None

6. Administrative Reports

- FCTDC Collections Report **Solomon**
 Review of Novembers Collections, \$144,833 and YTD - \$439,381.
- Expenditures to Budget **Davis**
 Expenses compared to Budget through January 2022::
 24% of Budget spent; or \$597,242;

Promotions Reports

- FCTV Report Rolstad
 We had a guest visitor, "Captain Finn" who shared some of the highlights of the "Forgotten Coast Like A Local" videos. See handout for list
- Media Report and Marketing Request **Clark**
 See handout for update
 Action Items:
 Approval of three mid-month early Spring ad buys (covers November - February mid-month cycles).
 Presented via email 1/27 and conditionally approved by Solomon and LaPaz.
 - Nashville Living - March issue - annual Beach issue - full page ad and editorial content: \$2280
 - ROVA RV Magazine - April/May Issue - Featuring Kayaking and Birding - Full page and 1 month Leader board: \$5700
 - New Orleans Magazine - March Gulf Coast Travel Issue. Full page plus editorial and digital: \$3414.30

Ratification: LaPaz Second: Hewitt Approved - Unanimous

Approval of three Spring/Early Summer Advertising print/digital and web marketing.

- Good Grit Magazine - Print and Digital, Full page and digital : \$6834
- Southern Travel and Lifestyles - May/June 2 full page spread and Sept/Oct 1 full page: \$1596
- Spring Travel Planner - 1/2 page plus editorial in major travel

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room and Zoom
Wednesday, February 9, 2022 2:00 p.m.
Draft Minutes

newspaper sections. Print/digital: \$8550

Motion: Hewitt - but exclude Grit Magazine Second: LaPaz Approved - Unanimous

- Web Master Report - See Handout **Kendrick**
We had 14 Goals 25% completed; Top cities were Chicago and Charlotte.
Visitor Guide request average about 100 per week. See report for further details
- Visitor Center Report **Lane**
Visitor Numbers - YTD through December was 34, 653 compared to previous year, 24,263. For January, 2022 total was 2,438

7. Administrative Items and Updates-

- Raney House Museum has applied for Museum Infrastructure Grant and Ms. Griffith has given the okay that this application does meet Statue for us to fund. Caty Greene from the Museum was present to answer any questions. See application for details.
Motion to approve or Deny requested.
Motion to approve: LaPaz Second: Robinson Approved - Unanimous
- Request to reimburse vendors for the Upcoming Visit Florida event being held here in Apalachicola on February 17th and 18th. Motion request to approve or deny reimbursement of \$90/person..
Motion to approve: Hewitt Second: LaPaz Approved - Unanimous
- CarVertise Update - see handout on pages 36-39 of minutes.
- Update regarding I-10 Visitor Center (Pensacola) Create a "Kid's Corner" ;

8. Reports by Local Government Representatives:

- Franklin County - No Report **Commissioner Jones**
- City of Apalachicola - No Report **Mayor Ash**
- City of Carrabelle: Mayor LaPaz is requesting TDC funding for replacement of badly worn playground equipment at George Sands Park in Carrabelle and to include equivalent funding for playground equipment at the tourist related City of Apalachicola park - requesting interpretation of Statute.

9. Reports from Member Organizations

- Tamara Allen - Spoke and handed out handout about a presentation of the Turpentine exhibit.
- Amy Hobson - promoted the SGI annual Tour of Homes in February. Also they are planning a SGI Shrimp Fest in May.

10. Board Comments

- Request from Lewis Christie regarding what was the policy if getting 3 bids was not possible? Answer is that only need to show documentation that bids were requested and could not be received.

Meeting adjourned at 2:45 pm with a group picture with Captain Finn.
Next Meeting will be on March 9th at 2:00 pm at Court House Annex
in person and via Zoom