

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Wednesday, May 11, 2022 - 2:00 P.M.

Attendance: : Commissioner Ricky Jones, 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, Mayor Brenda Ash- City of Apalachicola, Chair and Buck Bolden – TDC Board Member

Absent - Kathy Robinson – TDC Board Member

Recording: John Solomon, Deborah Davis

Vendors: Tana Kendrick – 2K Web Group and Cindy Clark – Bay Media, Royce Rostad

Visitors: None

- | | | |
|---|--------------------|---------------------------|
| 1. Welcome/Call to Order | | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | | Pennycuff |
| 3. Quorum Announcement | | Solomon |
| 4. Approval of the Minutes of April 13, 2022 ^h | Action Item | Davis |
| Motion: LaPaz Second: Hewitt | Unanimous | |
| | | |
| 5. Public Comments: None | | |
| 6. Administrative Reports | | |
| • FCTDC Collections Report | | Solomon |
| Collection were up for February, 2022. \$182,356 , with an increase of \$97,847 over previous year. | | |
| | | |
| • Expenditures to Budget | | Davis |
| We have currently only used approximately 28% of our budget. | | |
| We are paying on the Bathroom loan, and look at paying it off shortly. | | |
| | | |
| Promotions Reports | | |
| • FCTV Report | | Rolstad |
| A new video was shown that will be used for the new commercial on Sinclair Broadcasting. | | |
| See Report | | |
| | | |
| • Media Report | | Clark |
| See Report | | |
| Additional item on Agenda. | | |
| Florida Sport Fishing (July/August issue) Full page add with an embedded video to the digital insertion. Digital reaches 800K anglers. The magazine is distributed through major boat shows and major airports in Florida. The cost would be \$2,905.89 (including promotional cost). | | |
| Motion: Pennycuff Second: Christie | Unanimous | |
| | | |
| Hewitt made comment regarding "Gears Up" Magazine that reaches motor cyclist. | | |
| We will have a large group doing a poker run coming through Franklin County on July 11th. | | |

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- **Web Master Report**

Kendrick

- See Report**

- Top cities Orland, Atlanta, Tallahassee, Miami and Eastpoint (SGI).

- Metrics continue to increase specifically here in Florida.

- John is requesting Web site be upgraded and redone. Is in our budget, last upgrade was five years ago. Needs less words, more clicks.

- We have \$11,000 in budget, and the cost will be limited to that amount or less.

- Motion: LaPaz**

- Second: Bolton**

- Unanimous**

- **Visitor Numbers**

Solomon

- See Report**

i.

- **Administrative Items**

Solomon

- A. Carvertise Extension proposal**

- Request to continue campaign for another 6 months. Cost will be \$21,000

- Motion: Bolton**

- Second: Ash**

- Unanimous**

- B. Information of Redesign and placement of new entrance signs into the County**
County Line signs need to be updated. LaPaz, this is not an infrastructure, but is part of our sign budget.

- C. Armory update for installation of sprinkler system, repainting and mitigation**
The County Commissioners, \$ 124,000 was budgeted, BOCC approved \$ 271,000 from the infrastructure budget.

- D. Approval of application and time period for Small and Major Promotions Grants and Museum Grants. The yearly non-profit and museum grants will need to be advertised. Request for approval.**

- Motion: LaPaz**

- Second: Pennycuff**

- Unanimous**

7. Continuing Business

- **Forgotten Coast Kids Corner Update**

- Visit Florida Welcome Center, is complete.

- **Reports by Local Government Representatives:**

- **Franklin County:**

Com. Jones

- No Report, Gave Thanks to TDC Board

- BOCC will be requesting Attorney General's opinion on a few issues.

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- City of Apalachicola: Thanks for funds to repair Pavilion Park
Mayor Ash
 - City of Carrabelle: **Mayor LaPaz**
4 nights of fireworks throughout the County
perhaps, in the future, help the civic organizations is providing the fireworks.
9. Reports from Member Organizations
Pennycuff - Eastpoint fireworks presented by the EP Civic Center.
10. Board Comments
None

Meeting adjourned at 2:40 pm

Meeting Announcements:

Wednesday, **June 8th 2022** Meeting 2:00pm At County Commission Meeting Room