

**Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, June 8th 2:00 P.M.**

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

Absent: Mayor Brenda Ash- City of Apalachicola

Recording: John Solomon, Deborah Davis

Vendors: Tana Kendrick - 2K Webgroup, Cindy Clark - Bay Media, Royce Rolstad - FCTV

Visitors: Courtney Dempsey – City of Carrabelle, Amy Hodson, SG Lighthouse, Arthur Edwards – White Sands

- | | |
|--|---------------------------|
| 1. Welcome/Call to Order | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | Pennycuff |
| 3. Quorum Announcement | Solomon |
| 4. Approval of the Minutes of May 11 th | Davis |
| Motion: Lapaz | Action Item |
| Second: Robinson | Unanimous |

5. Public Comments
None

6. Administrative Reports
- FCTDC Collections Report **Solomon**
Collections for March was \$261,238
 - Expenditures to Budget **Davis**
We currently have used approximately 30% of our total Budget.

One item of note, I have initiated the advertisement of the 2022-23 Grant Program on the TDC Website, as well as in the Apalachicola Times.

Promotions Reports

- Media Report **Clark**
BOARD ACTION

1. Mid-Month Request Confirmation: Southern Living Remnant Request: \$8091.72
(Full Page – August/September) Print/Digital
- | | | | |
|----------------|--------------|-----------------------|------------------|
| Motion: | LaPaz | Second: Hewitt | Unanimous |
|----------------|--------------|-----------------------|------------------|

2. Visit Florida Remarketing Digital Display \$4275 - Digital
3. Visit Florida Google Target Display Co-op: 1485 guaranteed clicks \$2559.30 or 3850 clicks \$6418.20 - Digital
4. Living Bird Mag - Fall issue - Half Page - \$1958.34

**Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, June 8th 2:00 P.M.**

(Quarterly readership of 132,000 - membership demographic: outdoor activities, wildlife, photography, arts/culture, museums, travel, and dining out.) - Print

5. Florida Sportsman Magazine - Full page ad August/September issue with digital banner and editorial:

\$3420. Print/ Digital Approval to advertise for the "Guys Getway", which will be advertised in the Florida Sportsman Magazine.

Motion: Bolton Second: Lapaz Unanimous

6. Approval of advertisement in Fido Friendly Magazine, since the March meeting was not held, due to a lack of a quorum, this did not get presented to the TDC Board

Motion: Robinson Second: Hewitt Unanimous

- Web Master Report **Kendrick**

See Report – No additional comments to be reported, Request from Bolton for Additional trend line chart to be added to reports.

- FCTV Report **Rolstad**

No Report – an additional video to advertise the "Guys Getaway" will be done.

- Visitor Numbers **Solomon**

**See Report – May visitor totals were 3,136; YTD 16,477
This is above average of the same period in 2019 and 2021**

- Administrative Items **Solomon**

A. Visit Florida Co-op Amazon Streaming TV Proposal

Visit Florida Co-op, video streaming 2 weeks advertising - \$7500 our cost.

Motion: Lapaz Second: Robinson Unanimous

B. Visit Florida Co-op YouTube / YouTube TV Proposal

Visit Florida Co-op YouTube channel advertising, Package B: \$4960

Motion: Bolton Second: Dowden Unanimous

C. Crowdriff Proposal - Software Advancement to collect photos of Franklin County

See Package - \$7000/ year

Motion: LaPaz Second: Pennycuff Unanimous

D. Promotional Material Order Request

Item 1: Sunglasses – see package detail with handout

500/ \$1,130 plus shipping cost

Item 2: Koozies – Kan Coolers – see package detail with handout

500/ \$675 plus shipping cost

**Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, June 8th 2:00 P.M.**

Item 3: Keychain, bottle opener with LED light

See package details with handout

500/ \$670 plus shipping cost

Item 4: T-shirts – see package handout.

300/ \$2432/25 plus shipping cost

Total for all four items: \$4906,25

Motion: Pennycuff Second: Robinson Unanimous

E. Draft Budget Approval for Submission to County - See attached

Draft Budget Approval by TDC Board for Promotional Budget – See attached

Motion: Lapaz Second: Robinson Unanimous

F. Dune Beach Walkover Request from City of Carrabelle for McKissack Beach

Motion: Pennycuff Second: Bolton Unanimous

G. Letter of support request for the City of Apalachicola’s request for a Special Category Grant to help fund repairs to the City’s historic brick warehouse known as the Middlebrook Building - See attached

Motion: Pennycuff Second: Bolton Unanimous

7. Continuing Business

A. RAO Program Visit Florida Co-op Mid-Month (June 3rd Deadline)

Vote delayed until next year

Reports by Local Government Representatives:

A. Franklin County: **Com. Jones**
Reported regarding the Infrastructure Statute
Reported regarding a proposed convention center

B. City of Apalachicola: **Mayor Ash**
Not in attendance

C. City of Carrabelle: **Mayor LaPaz**
City Commissioner Mathis pasted away

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Agenda
Wednesday, June 8th 2:00 P.M.

Reports from Member Organizations

Amy Hodson, St. George Lighthouse announced the Shrimpfest

8. Board Comments

Celebrate Kathy's BD

Meeting Announcements:

Grants Meeting Wednesday, August 10th, 2022, Meeting @ 1:30pm

TDC Board Meeting Wednesday, August 10th, 2022, Meeting @ 2:00pm

Meeting adjourned at 3:05