

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Wednesday, October 19th 2:00 P.M.

Draft Minutes

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

Absent: Mayor Brenda Lapaz – City of Carrabelle

Vendors: Tana Kendrick – 2K Webgroup, Cindy Clark – Bay Media

Visitors: Anita Grove – ANERR, Cheryl Sanders, Shelia Hansta – Cruise Vacation Rentals

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance **Commissioner Jones**
3. Quorum Announcement **Solomon**
4. Approval of the Minutes of August 24th **Davis**
Motion: Pennycuff **Second:** Christie **Unanimous**
5. Public Comments: None
6. Administrative Reports
 - FCTDC Collections Report **Solomon**
Collections for June was \$ 569,447
Collections for July was \$ 651,425
 - Expenditures to Budget **Davis**
No report as we are trying to do End of Fiscal Year balances.
One item needs to be addressed. For the 2021-22 fiscal year budget, we have a line item, non-contractual website, which is over the budgeted amount by \$628.68; we need approval to pay this overage so the vendor may be paid.
Motion: Hewitt **Second:** Robinson **Unanimous**
 - Promotions Reports**
 - Media Report **Clark**
See enclosed report –
Action Item: Historical and Heritage Trail Campaign – Phase 1 to include a map and brochure.
Printing of 30,000 brochures with a budget of up to \$15,000
Motion: Hewitt **Second:** Mayor Ash **Unanimous**

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- **Web Master Report** **Kendrick**
See enclosed report –
2021-22 In Review statistics: 1.3 million pages viewed on website, 85% new visitors; 68% website traffic came from mobile devices; 3.4 thousand viewed the visitor guide online, while 4 thousand requested a visitor guide be mailed to them; there were 13.7 million social impressions. W won 2 state tourism awards and had over 2.5 million in bed tax collections.

- **FCTV Report - No Report** **Rolstad**

- **Visitor Numbers** **Solomon**
We have had from January through September 26.7 thousand visitor at the visitor center. We have had for the same period 584.5 thousand visitors to our website.

- **Administrative Items** **Solomon**

A. WANDER Map Proposal including GPS Trail maps

1 year contract for \$7000

Motion: Pennycuff

Second: Bolden

Unanimous

B. Kathy Robinson and Buck Bolden renewal as TDC board members. Both have said they would like to continue to be on the TDC Board. **Action Item:** Motion to approve renewal of Buck and Kathy as TDC Board members.

Motion: Hewitt

Second: Mayor Ash

Unanimous

C. Request to send Direct Mail advertisement to the Villages area. This would be like the successful campaign that was done in 2019 to re-engage the travelers from that area.

Campaign mailout for up to \$15,000

Motion: Hewitt

Second: Robinson

Unanimous

D. Request from Joan Matey for Tate's Hell brochures – Tabled until next TDC Board Meeting

Continuing Business

A. Asking for requests of the Fish Cleaning Signs - signs are being placed. If you wish a sign in a particular spot, please let us know.

B. Carrabelle Chamber Small Event Grant Request for "Holiday on the Harbor"

Motion: Robinson

Second: Ash

Unanimous

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C. ANERR Request for Estuaries Day – Motion to grant \$1000 for the event that will take place in the Spring, 1st week in May.

Motion: Hewitt

Second: Pennycuff

Unanimous

Reports by Local Government Representatives:

A. Franklin County

Com. Jones

There is a Broadband survey for small communities, please make sure you take the survey.

Motion to recommend the beach park on Saint George Island to be Handicap Accessible.

Motion for TDC to fund \$60,000

Motion: Pennycuff

Second: Robinson

Unanimous

B. City of Apalachicola:

Mayor Ash

A Thank you for the TDC helping fund the Lafayette Pier.

C. City of Carrabelle:

Mayor LaPaz

Mayor LaPaz was absent, but final approval of the beach dune walkover at Carrabelle Beach Has been received.

7. Reports from Member Organizations - None

8. Board Comments

Buck Bolden – asked if the TDC Board has an updated 2-year plan.

Meeting Announcements: TDC Board Meeting Wednesday, November 9th, 2022, at 2:00pm

Meeting adjourned at 3:01 pm