

Franklin County Tourist Development Council Board Meeting
TDC Board Meeting Room
Eastpoint, Florida
Minutes
Wednesday, August 24th 2:00 P.M.

Attendance: Ricky Jones – **Chair FCBOCC**, Janalyn Dowden – TDC Board, Mayor Brenda LaPaz – City of Carrabelle, Lewis Christie – Carrabelle Chamber of Commerce, Rex Pennycuff – TDC Board, Beverly Hewitt – Apalachicola Bay Chamber,

Absent: Mayor Brenda Ash – Apalachicola City Commission, Kathy Robinson – TDC Board, Buck Bolton – TDC Board

Vendors: Royce Rostad – FCTV, Cindy Clark – Bay Media

Recording: John Solomon, Deborah Davis

Visitors: Tamara Allen – Carrabelle History Museum, Steven Allen – Carrabelle Lighthouse Association, Robin Hal – Franklin County Senior Center, Donna Elkins – Franklin’s Promise/ FCCC, Liz Sisung – Bay Area Choral Society, Brenda Humphrey – Friends of Franklin County Public Library, Lori Dougherty – Carrabelle Chamber, Amy Hodson – St. George Lighthouse Association, Valentina Web – African American History Museum, Shelia Handon – Collins Vacation Rentals, Alice Collins – Collins Vacation Rentals.

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------|---------------------------|
| 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 June 8 th | | | Davis |
| Motion: LaPaz | Second: Pennycuff | Unanimous | |
| 5. Public Comments | | | |
| Request from Amy Hobson – if Key Data Program could be available to TDC Partners? | | | |
| John Solomon stated the contract with Key Data does not allow sharing of the program with others. | | | |
| 6. Administrative Reports | | | |
| • FCTDC Collections Report | | | Solomon |
| May was the second highest month ever with collections at \$351,652. | | | |
| • Expenditures to Budget | | | Davis |
| No report for this period | | | |
| Promotions Reports | | | |
| • Media Report (See Report) | | | Clark |
| Request for Ad Buys: | | | |
| 1) Mid-Month Request Confirmation: <u>VF 2023 Map</u> \$5700 for half Panel | | | |
| 2) <u>2023 Waterway Guide</u> – 2-page content published in 3 different areas, four content pieces in e-newsletters, social media, full page color ad, with preferred destination status: \$8972 | | | |
| 3) Chicago Magazine – November Issue (a VF co-op) full page print, content and digital - \$7780 | | | |
| Motion: LaPaz | Second: Christie | Unanimous | |

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- 4) 2023 VF Visitor Guide - half page \$12,064
 - 5) Orlando Sentinel – May 2023 (a VF co-op) print and digital \$4047
 - 6) National Geographic (a VF co-op) half page print, digital, e-newsletter \$8550
- Motion: Dowden Second: Hewitt Unanimous**

- 7) Rack Cards for Raney House – 10,000 for \$1070
- Motion: Hewitt Second: LaPaz Unanimous**

• Web Master Report - See Report **Kendrick**

• FCTV Report - See Report **Rolstad**

• Visitor Numbers **Solomon**
For July we had a total of 2,765 visitors at the TDC Visitor Centers

• Administrative Items **Solomon**

A. Entrance Sign Replacements – 7 locations signs - \$5425

B. Photo Spot Signs Proposal - \$300

C. Fish Sign Proposal – 5 locations TBD - \$3375

Motion: Hewitt Second: LaPaz Unanimous

D. Museum Project Grant Request by Crooked River Lighthouse for \$20, 620
Project will include removal and replacement of privacy fencing; in addition the AC unit needs to be replaced

Motion: LaPaz Second: Christie Unanimous

This will be presented to the BOCC at their 09/06/22 Board meeting

E. Request to reorder Kids Activity Books – Order 10,000 cost not to exceed \$5000

Motion: Pennycuff Second: Dowden Unanimous

F. Presentation of Three-year project plan discussion - the plan is not set in stone and most of the projects will need to be approved by the BOCC.

- ✓ Nature and observation park in Eastpoint
- ✓ Assist with rehabbing Wayside Park on Carrabelle Beach
- ✓ Educational seminars and classes for our partners
- ✓ Convention/Visitor Center on St. George Island
- ✓ Replacing and or constructing erosion control dune beach walkovers.

Motion: LaPaz Second: Hewitt Unanimous

G. Approval of Grant Committee's Recommendation of approval of the Grant request for 2022-23, Total of \$174,000 with \$54,000 left in reserve

Motion: Pennycuff Second: LaPaz Unanimous

H. County is requesting \$23,380 for completion of Armory Sprinkler system and repainting through a change order.

Motion: Dowden Second: Christie Hewitt/Pennycuff Opposed Passed by Majority

Continuing Business

A. RAO Program Visit Florida Co-op, Mid-Month Approval - This will be part of next year's budget

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Motion: LaPaz Second: Pennycuff Unanimous

B. Flagler Awards Update – We have been notified that we have won 2 awards that will
Be presented at the August 30th Governor'

7. Reports by Local Government Representatives:

A. Franklin County: Eastpoint Property Recommendation to BOCC to purchase Eastpoint property
Motion: Pennycuff Second: Dowden Com. Jones Unanimous

B. City of Apalachicola: Lafayette Pier Project is completed under budget, look for ribbon cutting Ceremony
Mayor Ash

C. City of Carrabelle: Beach Dune Walkover A thank you for the beach dune walkover budget
Mayor LaPaz

8. Reports from Member Organizations

Tamara Allen – Carrabelle History Museum will have a presentation about the shipwrecks of Dog Island.
Amy Hodson – a Halloween event at SG Lighthouse for the kids; Also a Veterans Day Event is planned for November.

9. Board Comments - None

Meeting adjourned 3:00 PM

Meeting Announcements: TDC Board Meeting Wednesday, September 14th, 2022 at 2:00pm