

Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Wednesday, March 8th, 3:00 P.M.

Minutes

Attendance: Commissioner Ricky Jones – Chair, Mayor Brenda Lapaz – City of Carrabelle, Clark Klinkenberg – Carrabelle Chamber of Commerce, Rex Pennycuff – TDC Board, Janalyn Dowden – TDC Board, , Kathy Robinson- TDC Board

Absent: Mayor Brenda Ash - City of Apalachicola , Buck Bolton – TDC Board

Vendors: Tana Kendrick and Amy Crosby – 2K Web group, Cindy Clark – Bay Media, Royce Rostad - FCTV

Visitors: Amy Hodson – Saint George Lighthouse Association, Tamara Allen – Carrabelle History Museum

- | | | | |
|--|----------------------|------------------|---------------------------|
| 1. Welcome/Call to Order | | | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | | | Pennycuff |
| 3. Quorum Announcement | | | Solomon |
| 4. Approval of the Minutes of February 8th | Action Item | | Davis |
| Motion: Pennycuff | Second: LaPaz | Unanimous | |

**Introduction of new member representative of Carrabelle Chamber of Commerce:
Welcome Clark Klinkenberg**

- | | | | |
|--|--|--|----------------|
| 5. Public Comments: None | | | |
| 6. Administrative Reports | | | |
| • FCTDC Collections Report | | | Solomon |
| December's Collections were \$128, 229, representing an increase over previous year. | | | |
| Total collections to date were \$555, 838. | | | |
| • Expenditures to Budget : Not available | | | Davis |
| Report will be emailed to board members as soon as it is completed. | | | |

Promotions Reports

- | | | | |
|---|--|--|--------------|
| • Media Report | | | Clark |
| The Girls Getaway was launch in February. Production included New Orleans Magazine as well as Southern Living and Waterway Guide. See Media Report for further information. | | | |

For Board Action:

Fido Friendly: Digital, email/ social and Annual Banner Ad. \$2,422.50

Motion: Pennycuff Second: Robinson Unanimous

Orlando Magazine: Print, May Travel Issue – 2 pages spread – ad/content: \$3,249

Motion: Robinson Second: LaPaz Unanimous

Florida Saltwater Fishing Guide Regulations: July – December ½ page: \$6,270

Motion: Robinson Second: Pennycuff Unanimous

- | | | | |
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| • Web Master Report | | | Kendrick |
|---------------------|--|--|-----------------|

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See Report

- FCTV Report
See Report

Rolstad

- Visitor Numbers

Solomon

January and February numbers combined were 6,046

January and February mailouts of visitor guides combined were over 1,500

- Administrative Items
Continuing Business

Solomon

1. Request from Coastal Country Productions: He has written and produced a song about the Forgotten Coast and would like to see if the Board is interested in using it in our promotions for the County. Request for Non-Exclusive rights to use the song in the promotion of Franklin County - \$800.00

Motion: Pennycuff

Second: Klinkenberg

Unanimous

2. Sign Discussion – Examples or Suggestions

Motion: Pennycuff

Second: LaPaz

Unanimous

Reports by Local Government Representatives:

- A. Franklin County –

Discussion of repairing rust in County Restrooms

Com. Jones

Will need to evaluate what is needed in repairs and maintenance.

- B. City of Apalachicola: Absent

Mayor Ash

- C. City of Carrabelle:

Moby Mats and informational signs are installed.

Mayor LaPaz

7. Reports from Member Organizations –

Rex Pennycuff reminded every one of the Eastpoint Volunteer Fire Department's Rib Cookoff on the 18th.

8. Board Comments - None

Meeting Announcements:

TDC Board Meeting Wednesday, April 12th, 2023, at 2:00pm at County Commission meeting room

Meeting adjourned at 3:45