

**Franklin County Tourist Development Council Board Meeting
County Commission Meeting Room
Wednesday, November 9th 2:00 P.M.
Minutes**

Attendance: Beverly Hewitt – Apalachicola Bay Chamber of Commerce, Mayor Brenda Lapaz – City of Carrabelle , Janalyn Dowden – TDC Board, Lulu Wilson – Carrabelle Chamber of Commerce, Rex Pennycuff – TDC Board, Mayor Brenda Ash - City of Apalachicola, Kathy Robinson- TDC Board, Buck Bolton – TDC Board

Absent: Commissioner Ricky Jones – Chair

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

Visitors: Amy Hodson – Saint George Lighthouse Association, Cuttler Edwards, Brandon

1. Welcome/Call to Order **Beverly Hewitt**

2. Prayer and Pledge of Allegiance **LaPaz**

3. Quorum Announcement **Solomon**

4. Approval of the Minutes of October 19th **Action Item**
Motion: Robinson **Second: Ash** **Davis**
Unanimous

5. Public Comments
Amy Hodson – requesting that the TDC Board Meetings be held via Zoom so that more can view the meeting.

6. Administrative Reports

- FCTDC Collections Report **Solomon**
Collections through August 2022 are 3.2 million, we have one more month to close out the collections for 2021-22
- Expenditures to Budget **Davis**
Expenditures for October were \$89,975, or 2.6% of our budget.

Promotions Reports

• Media Report **Clark**

EMAIL MARKETING DATABASE DETAILS: Total Database: June 19, 2011: 7,410 Total Database: November 2, 2022: 74,875 2022-23

GETAWAY MARKETING TDC vendors have coordinated to map out a tentative 2022-23 getaway promotion schedule, along with recommended advertising opportunities for the first two getaways. Each recommend ad opportunity will feature the TDC message “The Florida You Remember” but will also connect to the getaway being promoted. Each recommended ad buy has been researched and coordinated to effectively reach intended audiences in targeted demographics and geographic areas proven by key data to be successful visitor generators.

MARKETING/MEDIA COORDINATION Production: Newsletter, October & November Production: National Geographic Production: Visit Florida Map 2023 Production: Villages remarketing materials (mailer)

