#### 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

Motion: Robinson	Second: Ash	Unanimous
4. Approval of the Minutes of October 19	th Action Ite	em Davis
3.Quorum Announcement		Solomon
2. Prayer and Pledge of Allegiance		LaPaz
1. Welcome/Call to Order		Beverly Hewitt

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

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

Clark

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)

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

Research: Heritage trail site identification Research: Maritime Heritage Museum initial coordination Research: 2023 getaway scheduling/ad requests

FOR BOARD ACTION:

#### • 2022-2023 Getaways

- 1. FAMILY ADVENTURES GETAWAY
- 2. GIRLS GETAWAY
- **3.** RV CAMPING GETAWAY
- 4. PET FRIENDLY GETAWAY
- 5. CULINARY GETAWAY

Motion: LaPaz	Second: Ash	Unanimous

• PRINT ONLY Women's Day/Good Housekeeping - January/February Issue (Bundle Remnant) In order of market preference: Chicago South, Peoria, Springfield, and Memphis. <u>total is \$4992.</u> Timed to coincide with launch of Family Adventures Getaway campaign and appeal to cold weather Moms looking for a warm family escape.

Motion: LaPaz	Second: Robinson	Unanimous

 PRINT/DIGITAL Canada Travel Magazine (circulation 100,000) - December issue. Full Page Display/Editorial with bonus 80K electronic billboards on major GTA highways. \$3990. Good Grit - Spring Issue - Full page with digital and e-newsletter. \$6834.30. Timed to coincide with launch of Girls Getaway and appeal to median age readership (44) with \$150k. South region and drivetime markets

	Motion: Ash		Second: Dowden	Unanimous		
•	VISIT FLORIDA Paramount Kids & Family TV streaming- streams across Pluto TV through Paramount Kids & Family Channel. Guaranteed 681,000 impressions. Launch Date to coincide with Family Adventures Getaway - January 3 (the week following Christmas when kids are on Christmas break and at home) <b>§11,250, from video (line 59) of budget.</b>					
	Motion: Penn	ycuff	Second: LaPaz	Unanimous		
•	<ul> <li>VISIT FLORIDA Amazon Streaming (instate) <u>\$7,500, from video (line 59) of budget.</u></li> <li>Timed to coincide with launch of Girls Getaway.</li> </ul>					
	Motion: Asł	ı	Second: LaPaz	Unanimous		
•	Web Master F	Report		Kendrick		
	See Report					

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

- Updated of projects in process and coordination with the Print, Media and Web projects. • Visitor Numbers Solomon Total through October 2022: 29,475 • Administrative Items Solomon Lewis Christie has resigned from the Carrabelle Chamber of Commerce Board and Lulu Wilson has been selected by the Carrabelle Chamber to replace Mr. Christie as the TDC Board representative. Well of new member. Continuing Business – Update of Wandermap billing was reduced from \$7000 t0 \$6000. Reports by Local Government Representatives: A. Franklin County **Beverly Hewitt** Administration Budget - the TDC Board reconfirmed the Administration Budget for 2022-23 in the amount of \$174,000 on November 9, 2022. Motion: Ash Second: LaPaz Unanimous B. City of Apalachicola: Mayor Ash Franklin County Signs are small – we are in the process of having These redone and made larger.
  - C. City of Carrabelle: Mayor LaPaz An Attorney's Opinion has been requested regarding using TDC Funds for playground Equipment at Sands Park.
- 7. Reports from Member Organizations None
- 8. Board Comments None

• FCTV Report

# Meeting Announcements: TDC Board Meeting Wednesday, January 11th, 2023, at 2:00pm

## Meeting Adjourned at: 4:00 pm

#### **Rolstad** Veb projec