## Franklin County Tourist Development Council Board Meeting County Commission Meeting Room May 10, 2023 – 2:00 pm MINUTES

Attendance: Commissioner Ricky Jones – Chair, Mayor Brenda Lapaz – City of Carrabelle, Mayor Brenda Ash - City of Apalachicola, Clark Klinkenberg – Carrabelle Chamber of Commerce, Buck Bolton – TDC Board, Janalyn Dowden – TDC Board, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, Rex Pennycuff – TDC Board, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director

**Absent: Kathy Robinson-TDC Board** 

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

Visitors: Tamara Allen – Carrabelle History Museum, Cal Allen – City of Carrabelle, Olivia Wells and Cutler Edwards – White Sands Hospitality

1. Welcome/Call to Order Commissioner Jones

2. Prayer and Pledge of Allegiance Pennycuff

3. Quorum Announcement Solomon

4. Approval of the Minutes of April 12<sup>th</sup> Action Item Davis

Motion: LaPaz Second: Bolton Unanimous

5. Public Comments - None

6. Administrative Reports

FCTDC Collections Report - See Report Solomon

Expenditures to Budget - See Report Davis

Promotions Report - Bay Media - See Report Clark

FOR BOARD ACTION PRINT/DIGITAL Local Palette: Fall Travel Getaway/Road Trip Issue. Full page ad plus digital advertising on the website and social media. Includes a e-newsletter to their dedicated 33K plus subscriber base highlighting the destination, culinary and attractions. This issue will also feature our editorial content from editor visit in January in the worth the drive section. **\$ 12,255**. (Co-op with value of \$15,500)

Motion: Clark Second: Ash Unanimous

PRINT/DIGITAL Explore Florida Magazine/Sun Sentinel Newspaper: Full page ad in Explore Florida Magazine (October 2023 issue), e-newsletter inclusion (100K+ emails) and 1/2 page ad in Travel Section of the Sun sentinel newspaper. **§ 4,047** (VF co-op value \$4437.50)

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Motion: LaPaz Second: Clark Unanimous

DIGITAL Bridal Guide: This is a four month digital ad campaign to promote Forgotten Coast as destination wedding venue. Buy includes one week flight of website banner (est. reach 25K), Instagram stories takeover - up to 10 stories (est. reach 318K+), four month website position of editorial content and images (est. reach 40k+), social promotion, dedicated email to 25K opt-in subscribers \$11,400 (VF co-op - value \$18,000

Motion: Ash Second: Bolton Unanimous

Web Master Report - See Report
 Kendrick

• FCTV Report - See Report Rolstad

Visitor Numbers - See Report Solomon

Administrative Items
 Solomon

**Continuing Business: None** 

#### **New Business:**

1. Museum Project Grant Request from Carrabelle History Museum for installation of a Wheelchair Lift at the Museum: See the attached request for details – Requesting \$ 25,000 for Museum Infrastructure Grant

Motion: Pennycuff Second: Dowden Unanimous

2. City of Carrabelle Request for Boat Ramp Signage - will come out of sign budget.\$ 550.

Motion: Pennycuff Second: Clark/ Ash Unanimous

3. Visit Florida DMO Spotlight (Mid-Month Approval) , Ratification. \$ 6,000

Motion: LaPaz Second: Bolton Unanimous

4. Franklin County Visitor Guide to: Edit, Update & Print 15,000 guides: Request for up to \$ 28,500

This will come out of the Historical Sign Budget since category was not in budget.

Motion: Pennycuff Second: LaPaz Unanimous

Reports by Local Government Representatives:

A. City of Apalachicola: Mayor Ash

Thanks for TDC Support

B. City of Carrabelle: Mayor LaPaz

Thanks for TD Support. -

4<sup>th</sup> of July Celebrations are as follows:

July 1 - Eastpoint

July 2 - Carrabelle

July 3 - Apalachicola

July 4 - Saint George Island

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C. Franklin County – Ethics Education Class at June Meeting A 1-hour class on the Sunshine Law given by Shuler.

Comm. Jones

- 7. Reports from Member Organizations None
- 8. Board Comments Pennycuff suggested TDC reach out to smaller rentals and more advertising on the Interstate Corridors.

### **Meeting Announcements:**

TDC Board Meeting Wednesday, June 14th, 2023, at 2:00pm at County Commission meeting room

Meeting adjourned 2:45 pm