

**Franklin County Tourist Development Council Board Meeting  
 County Commission Meeting Room  
 Draft minutes  
 Wednesday, August 9th, 2023 2:15 P.M.**

**Attendance:** Commissioner Ricky Jones – Chair, Mayor Brenda Lapaz – City of Carrabelle, Buck Bolton – TDC Board, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, Kathy Robinson- TDC Board, Janalyn Dowden – TDC Board, Rex Pennycuff – TDC Board.

**Absent:** Clark Klinkenberg – Carrabelle Chamber of Commerce, Mayor Brenda Ash - City of Apalachicola.

**John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.**

**Vendors:** Royce Rostad – FCTV, Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup

**Visitors:** Steve Allen – Carrabelle Lighthouse and History Museums, Amy Hodson Saint George Lighthouse Association, Sheryl Clouse – SGI Volunteer Fire Department, Sheila Houser – Collins Vacation Rentals, Kate Aguiar – FC Cultural Coalition, Liz Sisung – Bay Area Choral Society, Jami Ray Hutchinson – H’COLA, Myrtis Wunn – North Florida African American Association, Caty Greene – Apalachicola Area Historical Society

- |    |  |                           |
|----|--|---------------------------|
| 1. | Welcome/Call to Order at 2:15 pm                           | <b>Commissioner Jones</b> |
| 2. | Prayer and Pledge of Allegiance                            | <b>Commissioner Jones</b> |
| 3. | Quorum Announcement  | <b>Solomon</b>            |
| 4. | Approval of the Minutes of June 14 <sup>th</sup> -         | <b>Davis</b>              |
|    | <b>Motion: Robinson                      Second: LaPaz</b> | <b>Action Item</b>        |
|    |  | <b>Unanimous</b>          |

5. Public Comments: None

6. Administrative Reports

- |   |   |                |
|---|---|----------------|
| • | FCTDC Collections Report<br>Two-month Report – See Report | <b>Solomon</b> |
| • | Expenditures to Budget<br><b>See Report</b>               | <b>Davis</b>   |

**Promotions Reports**

- |   |                        |              |
|---|------------------------|--------------|
| • | Bay Media - See Report | <b>Clark</b> |
|---|------------------------|--------------|

**FOR BOARD ACTION:**

PRINT/DIGITAL 2024 Waterway Guide - print ad, email, content, social media Program National package includes print ads in ICW, Southern Northern regional waterway guides, 4 e-newsletter articles, custom geo-targeted social, Preferred destination classification (Discounted 20%) **\$8932.**

**Motion: LaPaz                      Second: Robinson                      Unanimous**

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PRINT 2024 Visit Florida Visitor Guide: 1/2 page. 300K+ print distribution, 1 million+ e-guide views, VF discount **\$ 12,064.62**

**Motion: Robinson      Second: LaPaz      Unanimous**

- Web Master Report – See Report **Kendrick**
  
- FCTV Report - See Report **Rolstad**  
Excited to be attending the Governors Conference in September
  
- Visitor Numbers - See Report **Solomon**
  
- Administrative Items **Solomon**  
**Continuing Business: None**

**New Business:**

1. Review & Approve Small, Large & Museum Grant Application Submissions

**Motion: Pennycuff      Second: Robinson      Unanimous**

2. Requests for funding per new TDT Statute:
  - a. Franklin County Sheriff's Office
  
  - b. St. George Island Fire Department

**Erin Griffin read and explained the new proposed TDC Statute that was introduced by new House Bill. Motion to make Recommendations to County Commissioners to add funding to the TDC Budget per the new proposed statute requirements.**

**Motion: Pennycuff      Second: Robinson      Unanimous**

Reports by Local Government Representatives:

- A. City of Apalachicola: None **Mayor Ash**
  
- B. City of Carrabelle: None **Mayor LaPaz**
  
- C. Franklin County – Discuss Section 6 of the TDC Statute **Comm. Jones**  
Commissioner Jones discussed the above referenced section of the TDC Statute.  
Regarding the verbiage “Fiscally restrained County”.

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7. Reports from Member Organizations

Steve Allen –

Amy Hodson – Requesting forms be in a digital format instead of Word or PDF's.

8. Board Comments

Discussion regarding changing the requirements and amounts of the Grant Programs.

**Meeting Adjourned at: 3: 15 pm**

**Meeting Announcements: TDC Board Meeting Wednesday, September 13<sup>th</sup>, 2023, at 2:00 pm at Eastpoint Visitor Center and TDC Office.**