

**Franklin County Tourist Development Council Board Meeting  
TDC Office Meeting Room  
Wednesday, October 11th, 2023 2:00 P.M.**

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

**Absent:** Adrea Pendleton – Apalachicola Bay Chamber of Commerce,

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

**Visitors:** Sharon Strickland - Saint George Lighthouse Association

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance **Pennycuff**
3. Quorum Announcement **Solomon**  
**Yes**
  
4. Approval of the Minutes of September 27th **Action Item** **Davis**  
**Motion: Ash** **Second: Pennycuff** **Unanimous**
  
5. Public Comments  
**None**
  
6. Administrative Reports
  - FCTDC Collections Report **Solomon**  
**See Report**
  
  - Expenditures to Budget **Davis**  
End of year totals not available yet; to date amounts show approximately 75% of Budget used.
  
  - Promotions Report**
    - Bay Media **Clark**  
**See Report**
  
  - AD Buys:**
    - AAA World Magazine – Print VF Coop – January 2024; ½ page : \$ 12,084**  
**Print ad for Northeastern US (CT, NJ,PA).**
    - Motion: Robinson** **Second: Bolton** **Unanimous**
  
    - ROVA Magazine – Print – December/January – Full Page promoting State Parks and RV Travel: \$ 6,840**
    - Motion: Robinson** **Second: Bolton** **Unanimous**

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- Web Master Report **Kendrick**  
**See Report**
  
- FCTV Report **Rolstad**  
No Report
  
- Visitor Numbers **Solomon**  
**See Report**
  
- Administrative Items **Solomon**
  - Streaming TV Commercials in Tampa, Tallahassee, Orlando - \$ 7,500 Package.
  - Streaming TV Commercials in Birmingham and Atlanta Suburbs - \$ 7,500 Package
  - Carvertise 6-month advertising Campaign beginning in mid-November - \$ 30,000 Package, 6 months – New Orleans and Birmingham locations.

**Motion: Robinson                      Second: LaPaz                      Unanimous**

**Continuing Business: None**

**New Business:**

1. Request from Apalachicola Historical Society to reprint 10,000 of the Walking tour of Chestnut Cemetery – Cost approximately \$ 2,018.27.

**Motion: Pennycuff                      Second: Ash                      Unanimous**

2. Request from St. George Island Lighthouse Museum to pay for half of Lighthouse Driving Tour print of 50,000 brochures. – Cost for half price \$ 2,850

**Motion: LaPaz                      Second: Robinson                      Unanimous**

3. Request from St. George Island Lighthouse Assoc. to award \$2,000 Small Grant Reimbursement for promotion of 15-year anniversary celebration.

**Motion: Ash                      Second: LaPaz                      Unanimous**

Reports by Local Government Representatives:

- A. City of Apalachicola: **Mayor Ash**  
**Requested information if Street Cleaning could be paid for with TDC Funds.  
Research of Statute will be reviewed.**

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- B. City of Carrabelle: **Mayor LaPaz**  
**Informed TDC Board that the Carrabelle History Museum has been given a Historic Plaque by the national historic society. Also, inform the board what improvements are being made at Veteran’s Park in Carrabelle.**
- C. Franklin County **Comm. Jones**  
Update of dialogue with Legislative members regarding proposed amendments to the TDC Statutes.

7. Reports from Member Organizations - None

8. Board Comments

Pennycuff – representing Eastpoint Civic Association

Requested update regarding Eastpoint Boat Ramp and Park – Currently working on Design Phase

Commissioner Jones updated us that the new County Logo is finished. The County Signs at the entrances of the County are ready to be installed.

Request that United States and Florida State flags be put into the TDC’s Board Room.

**Motion: LaPaz**

**Second: Klinkenberg**

**Unanimous**

**Meeting Announcements: TDC Board Meeting Wednesday, November 8th , 2023 at 2:00 pm at TDC Office meeting room**

**Meeting Adjourned: 2:35 PM**