

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, September 27th, 2023, 2:00 P.M.

Minutes

Attendance: Commissioner Ricky Jones – Chair, Buck Bolton – TDC Board, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, 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: Mayor Brenda Lapaz – City of Carrabelle,

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

Visitors: Amy Hodson Saint George Lighthouse Association, and Dayle Flint – Franklin Needs

1. Welcome/Call to Order Commissioner Jones
2. Prayer and Pledge of Allegiance
3. Quorum Announcement Solomon

Request to add an item to the agenda:

Franklin Needs - is present to request their small grant application for the Pink Out, to be added to the \$2000 Grant.

4. Approval of the Minutes of August 9th Action Item Davis
Motion: Robinson **Second: Bolden** **Unanimous**
5. Public Comments
None
6. Administrative Reports
 - FCTDC Collections Report Solomon
June: \$ 502,792 down, but whole state is down.
Discussion regarding tracking where collections are from per city.
 - Expenditures to Budget Davis
**August Report - Infrastructure items, will increase before
End of Fiscal year. Ricky announced that the Loan is going to be paid off.
Total Budget is not being paid in full, we need to increase each item to equal 100%.**

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, September 27th, 2023, 2:00 P.M.
Minutes

Promotions Report

- Bay Media - See Report **Clark**
 - Ad buys:
 - Atlanta Journal – Constitution Travel Guide – \$ 5,130
 - Good Housekeeping & HGTV - \$ 11,115
 - Dreamscapes Travel and Lifestyle Magazine - \$ 10,174.50
 - Mid-month Ad Buy – Florida Sport Fishing Magazine - \$ 2,906

All have been invoiced and need to be paid asap, paid in 2022-23 budget year if possible.
Motion to approve all ad buys and to have them to be processed under the 2022-23 budget year.

Motion: Robinson Second: Dowden Unanimous

- Web Master Report - See Report **Kendrick**
 - Enjoyed VF Conference

- FCTV Report - See Report **Rolstad**
 - Enjoyed VF Conference -

- Visitor Number - See Report **Solomon**
- Administrative Items **Solomon**

Continuing Business:

New Business:

- a) Museum Infrastructure Grant request from St. George Island Lighthouse Museum to replace A/C
Motion: Pennycuff Second: Klinkenberg Unanimous

- b) Request from the City of Apalachicola to replace entrance signs for the City of Apalachicola
Motion: Pennycuff Second: Bolden Unanimous

- c) Request to reimburse the three vendors travel and accommodations for the Florida Governor’s Conference: 2K Webgroup, Forgotten Coast TV, and Bay Media
Motion: Robinson Second: Klinkenberg Unanimous

- d) Request by Franklin Needs for the event “**Pinkout**” to be added to the small \$2000 grant application and be approved:
Motion: Pennycuff Second: Ash Unanimous

John referenced the team being at 50% of Orange County Sales Tax Receipts are generated by visitors.
Franklin County generates 65% of Sales Tax Receipts generated by visitors.

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, September 27th, 2023, 2:00 P.M.
Minutes

Reports by Local Government Representatives:

- A. City of Apalachicola: **Mayor Ash**
Congratulate team with the two Flagler awards at Governor's Conference won.
Also, thanks for investment in the City for the pier and the approval today for the signs.
 - B. City of Carrabelle: No Report **Mayor LaPaz**
 - C. Franklin County : **Comm. Jones**
7. Reports from Member Organizations
Thanks, from Amy Hodson for repairing the AC. Will help us spend our money in the future.
Lighthouse Spectacular Trick and Trick on 10/27 from 6:30-8:30 and Veteran's Day Celebration on 11/11 at 11:00 am.
8. Board Comments
Pennycuff: Thanks to everyone for their hard work and looking forward to working on new projects for the upcoming new year.

Meeting Announcements: TDC Board Meeting Wednesday, October 11th, 2023 at 2:00 pm at TDC Office meeting room

Meeting adjourned at 2:45 pm