

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, April 10th, 2:00 P.M.
Minutes

Attendance: Commissioner Ricky Jones – Chair, Janalyn Dowden – TDC Board, Buck Bolton – TDC Board, Clark Klinkenberg – Carrabelle Chamber of Commerce, Donna Duncan - City of Apalachicola, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.

Absent:, Rex Pennycuff – TDC Board, Kathy Robinson- TDC Board

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

Visitors: Matt Tuckman – Visit Florida, Lyra Erath – APSTA, Ted Williams – Alligator Point, Sheila Hauser – Collins Vacation Rentals, Tamara Allen – CHM, Steve Allen – Cooked River Lighthouse

Online: Krista Miller and Amy Hobson

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|---|-----------------------|------------------|---------------------------|
| 1. Welcome/Call to Order | | | Commissioner Jones |
| 2. Prayer and Pledge of Allegiance | | | Commissioner Jones |
| 3. Quorum Announcement : Yes | | | Solomon |
| 4. Approval of the Minutes of Feb 14th (page 3) | Action Item | | Davis |
| Motion: Clark | Second: Bolton | Unanimous | |

5. Public Comments: **None**

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|-------------------------------------|--|--|----------------------|
| 6. Administrative Reports | | | |
| • FCTDC Collections Report (page 5) | | | Davis/Solomon |
| • Expenditures to Budget (page 7) | | | Davis |

Promotions Report

- | | | | |
|--|----------------------|------------------|--------------|
| • Bay Media (page 9) See Report | | | Clark |
| Ad Buys: <i>Florida Sportsfishing – Print and digital – full page and editorial coverage (\$2905)</i> | | | |
| <i>Orlando Magazine – 2 page spread Great Getaways – (\$3887.40)</i> | | | |
| <i>Visit Florida Media Tour – Lodging Package Request (\$5000)</i> | | | |
| Motion: Bolton | Second: Clark | Unanimous | |

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|---|--|--|-----------------|
| • Web Master Report (page 17) See Report | | | Kendrick |
| • FCTV Report (page 25) See Report | | | |
| • Visitor Numbers (page 27) See Report | | | Solomon |
| • Administrative Items | | | Solomon |

New business

- | | | | |
|--|-----------------------|------------------|--|
| A. Alligator Point New Sign Request (page 29) | | | |
| Approved for up to \$3000 cost. | | | |
| Motion: Clark | Second: Dowden | Unanimous | |
| B. Promotional Items Request (page 33) Approved for up to \$5,000 cost. | | | |
| Motion: Clark | Second: Dowden | Unanimous | |

Reports by Local Government Representatives:

- A. City of Apalachicola: None
 - B. City of Carrabelle: Letter from Mayor LaPaz was read.
 - C. Franklin County: TDC Board Policy Update (see attached)
7. Reports from Member Organizations (Thanks from APSTA)
8. Board Comments (None)

Meeting Announcements:

TDC Board Meeting Wednesday, May 8th, 2024 at 2:00 pm at TDC Office meeting room

Meeting Adjourned: 2:35 PM