

**Franklin County Tourist Development Council Board Meeting Minutes
TDC Office Meeting Room Wednesday, August 14th, 2:00 P.M.
Amended – 10/28/24**

1. Attendance: Commissioner Ricky Jones – Chair, Janalyn Dowden – TDC Board, Sebrina Brown – City of Carrabelle, Amy Hodson – TDC Board, : Buck Bolden – TDC Board, Donnie Gay – TDC Board, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.
 2. Absent , Mayor Brenda Ash – City of Apalachicola, Kathy Robinson, Rex Pennycuff, Royce Rolstad - FCTV
 3. Vendors: Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup.
 4. Visitors: Tamara Allen, Carrabelle History Museum, Caty Greene – AAHS- Raney House, Tami-Ray Hutchinson – H’COLA, Caroline Ilardi – Salty Barkers, Dan Rosier – Carrabelle History Museum
 5. Zoom Visitors Online: **None**
 6. Welcome/Call to Order **Commissioner Jones**
 7. Prayer and Pledge of Allegiance
 8. Quorum Announcement **Solomon**
 9. Approval of the Minutes of June 12th^h **Action Item**

Motion: Brown	Second: Dowden	Unanimous
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 10. Public Comments: **None**
 11. Administrative Reports **Solomon/Davis**
 - FCTDC Collections Report (See report)
 - Expenditures to Budget (See report)
- Promotions Reports**
- Bay Media (See Report) **Clark**
 - MID MONTH CONFIRMATION (2023-24 budget)
 - Mid-month confirmation - *Good Housekeeping/Women’s Day Magazine* \$2718.90
 - AD BUY REQUEST (2023-24 budget)

Motion: Dowden	Second: Gay	Unanimous
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 - Weather Sites Network - VF Digital Fall Display on www.weather.com , www.weatherbug.com and www.accuweather.com . 384,000 impr. \$4275
 - Visit Florida Remarketing Campaign - Digital Display 714,000 impr. \$4270
 - AD BUY REQUEST (2024-25 budget)

Motion: Dowden	Second: Hodson	Unanimous
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 - 2025 Visit Florida Vacation Guide - 1/2 page - \$12,064.62
 - Tallahassee Magazine - November/December and March/April 2025 issue - Full page plus editorial content plus digital: \$6874.20
 - Emerald Coast Magazine - December/January 2024 and April/May 2025 issue - Full page plus editorial content and digital: \$7327.92
 - 2025 Waterway Guide - Double page editorial plus newsletter content (4) and digital: \$8983.20
 - Saltwater Fishing Guide - Jan-June 2025 - 1/2 page - \$6270

Zoom Meeting ID: <https://us06web.zoom.us/j/89352992501>

Meeting ID: 893 5299 2501

