

Franklin County Tourist Development Council Board Meeting  
TDC Office Meeting Room  
Wednesday, February 19, 2025, 2:00 P.M.

**MINUTES**

- Attendance: Commissioner Ricky Jones – Chair, Sebrina Brown – City of Carrabelle, Amy Hodson – TDC Board, Kathy Robinson, Buck Bolton – TDC Board, Donnie Gay – TDC Board, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.
- Absent: Janalyn Dowden – TDC Board, Mayor Brenda Ash – City of Apalachicola,
- Vendors: Cindy Clark – Bay Media, Royce Rolstad - FCTV
- Visitors: Ashley Webb – Apalachicola Police Department, Shen H – Collins, Lou Dougherty - Carrabelle Chamber.
- Zoom Visitors Online: **None**

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance
3. Quorum Announcement **Solomon**
4. Approval of the Minutes  
Motion: **Brown** Second: **Hodson** Unanimous

5. Public Comments: **None**

6. Administrative Reports

- FCTDC Collections Report – See Report **Solomon**
- Visitor Numbers - See Report **Solomon**
- Expense to Budget Report - See Report **Davis**

**Promotions Report**

- FCTV Report – See Report **Rolstad**
- Bay Media - See Report **Clark**
- 2K Webgroup - See Report **Kendrick**

**AD BUY REQUEST**

- Origins Magazine – Print 270k circulation Spring issue – Print and digital. Double page spread. \$10,032.
- Lonely Planet – Digital \$8,550
- Fido Friendly Magazine – Digital Annual banner eblast, blog post, podcast interview. \$2,562.
- Good Housekeeping/Woman’s Day – May/June Print. \$4,671.72
- Taste of the South Magazine – Print and Digital, Full-page May/June Issue. \$2,394
- iHeart Media – Digital Streaming Audio -\$8,550

**All above ad buys approved with below motion.**

Motion: **Robinson** Second: **Hodson/Gay** Unanimous

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- Web Master Report - See Report **Kendrick**

**New business**

- A. Request from Visit Florida to host travel writer/ Influencer Olga Valentin, VF Covering Tavel, TDC Part would be Accommodations, Meals and Activities. Request up to \$1,500 out of Travel writer portion of budget

Motion: **Gay** Second: **Ash** Unanimous

- B. Request to reimburse \$270 to Administration for TDC Forgotten Coast Banner for display at events.

Motion: **Brown** Second: **Dowden** Unanimous

- C. Request to approve up to \$50,000 (for materials and labor) to repair the decking and railing on the two fishing piers at the Buddy Ward Seafood Landing Park & Museum.

Motion: **Ash** Second: **Gay** Unanimous

- D. Request to approve the beach park facilities bid for SGI Pickleball Court and Basketball Court – the low valid bid (We opened two bids on Tuesday from Premier, the first one was supposed to be mailed back as it was submitted before all the addendums were issued as the original due date was moved due to hurricane warnings) was Premier Surfacing for \$289,650. This amount will be paid by the 10% beach park facility improvement funds.

Motion: **Hodson** Second: **Gay** Unanimous

- E. Request to approve funding the new batting cage structures for the two sports arenas: DW Wilson Sport Arena and Kendrick Sports Arena, bids are being opened at the next commission meeting in November.

Motion: **Brown** Second: **Hodson** Unanimous

- F. Request to approve up to \$25,000 for fencing replacement on primary field, and up to \$25,000 for additional spectator seating (3) 21' aluminum 5 row bleacher sets) at DW Wilson Park.

Motion: **Gay** Second: **Brown** Unanimous

- G. Updated Re-request for printing, shipping and design of the Chestnut Street Cemetery Walking Brochures. (\$2,331.00)

Motion: **Ash** Second: **Hodson** Unanimous

- F. Request from John Solomon, when special request for printing items, such as brochures, the project should be completed within 90 days of the request or come to the board to request an extension.

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Motion: **Hodson**                      Second: **Gay**                      Unanimous

**Reports by Local Government Representatives:**

- A. City of Apalachicola: Events being held during the holiday season
- B. City of Carrabelle: Events being held during the holiday season
- C. Franklin County: Events being held during the holiday season
- 7. Reports from Member Organizations
- 8. Board Comments

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

**Join Zoom Meeting:**

<https://us06web.zoom.us/j/82762572378?pwd=pqEvDCKyKaMSakLxOQUY5AH8cb1Bue.1>

Meeting ID: 827 6257 2378 / Passcode: 661948

Meeting Adjourned: 3:45 pm