

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, April 16, 2025, 6:00 P.M.
MINUTES

- Attendance: Commissioner Ricky Jones – Chair, Mayor Brenda Ash – City of Apalachicola, Mayor Sebrina Brown – City of Carrabelle, Amy Hodson – TDC Board, Janalyn Dowden – TDC Board, Kathy Robinson – TDC Board, Buck Bolden – TDC Board, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.
- Absent: Donnie Gay – TDC Board, Tana Kendrick – 2K Webgroup
- Vendors: Cindy Clark – Bay Media, Royce Rolstad – FCTV,
- Visitors: Sheila Hauser
- Zoom Visitors Online: **None**

- A. Welcome/Call to Order **Commissioner Jones**
B. Prayer and Pledge of Allegiance **Ash**
C. Quorum Announcement - Yes **Solomon**
D. Approval of the Minutes

Motion: Robinson Second: Ash Unanimous

- E. Public Comments: None

- F. 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**

Ad Buys:

- *New Orleans Magazine* – September issue, full page: \$3,414.30
- *2025 Florida Saltwater Fishing Regulations Guide* – July – December
½ page: \$3,990
- *Coastal Angler* – October – full page national run (280,000 Circ.) \$ 5,712.54
- *Florida Sport Fishing* (print and digital) – September/October \$ 2,905.86
- *Good Housekeeping* – (print & digital) Birmingham - Remnant: 52,770 circ. \$ 2,691.54
- *Woman's Day* - (print & digital) New Orleans/Baton Rouge - Remnant: 37,899 circ. \$ 2,565

Motion: Hodson Second: Ash Unanimous

Getaway Campaign Request: Fall Fishing getaway to feature fly fishing with amenities including meals, lighthouse climbs, fly fishing class(maybe): Cost \$ 1,500

Motion: Robinson Second: Bolden Unanimous

Promotional Print Request: Turtle Brochure remake: 8x9 fold over brochure.

10,000: \$ 1,140.60 or **20,000: \$ 1,676.98**

Motion: Robinson Second: Hodson Unanimous

- 2K Webgroup - See Report

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Wednesday, April 16, 2025, 6:00 P.M.

New business

- A. IHeart TV Powered by Amazon Ads, Interactive Video Commercials from 05/01/25 - 06/30/25 on Amazon Prime, \$ 10,000.
Motion: Bolden Second: Robinson Unanimous
- B. Request from the City of Carrabelle for overtime expenses during tourism-related events of \$5,000. Request for Variable Message Board - \$ 22,211.92 and Request for AED's for Patrol Cars of \$ 12,600. Total request out of the 10% Tourism Law Enforcement / First Responder part of the Budget: \$ 39,811.92.
Motion: Ash Second: Hodson Unanimous
- C. The Franklin County Sheriff's Office is requesting \$ 43,063.58 to purchase new Traffic signs that will be installed throughout the County, particularly in busy areas, (Message Boards),
Motion: Robinson Second: Brown Unanimous
- D. Franklin County Request for Fort Coombs Armory Convention Center, Phase II Renovations. The request is for \$ 1,020.707, which would come out of the Tourism Infrastructure portion of the budget, over multiple years.
Motion: Ash Second: Robinson 6/1
- E. Raney House Infrastructure Grant – See Application \$15,000.
Motion: Bolden Second: Hodson Unanimous

Reports by Local Government Representatives:

- A. City of Apalachicola:
- B. City of Carrabelle:
- C. Franklin County:

F. Reports from Member Organizations: None

G. Board Comments: Hodson reminded the Board of the SGI Brewfest and there were still a few tickets left

Meeting Announcements: TDC Board Meeting Wednesday, May 21st @ 6:00 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: 7:45 pm