

**Franklin County Tourist Development Council Board Meeting**  
**TDC Office Meeting Room**  
**Wednesday, January 8, 2025**

**Minutes**

1. **Attendance:** Commissioner Ricky Jones – Chair, Janalyn Dowden – TDC Board, Sebrina Brown – City of Carrabelle, Brenda Ash – City of Apalachicola, Amy Hodson – TDC Board, Donnie Gay – TDC Board, , John Solomon – TDC Administrator, Director, Deborah Davis, TDC Finance  
**Absent :** Kathy Robinson – TDC Board, Buck Bolden – TDC Board,
2. **Vendors:** Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup, Royce Rolstad – FCTV
3. **Visitors:** Tamara Allen – CHM, Jason Timbert – SGI VFD ( [SGIfiredepartment@gmail.com](mailto:SGIfiredepartment@gmail.com) 470-877-8914)
4. **Zoom Visitors Online:** None
5. Welcome/Call to Order **Commissioner Jones**
6. Prayer and Pledge of Allegiance Ash
7. Quorum Announcement **Solomon**
8. Approval of the Minutes  
**Motion: Ash                      Second: Hobson                      Unanimous**
9. Public Comments: None
10. Administrative Reports
  - FCTDC Collections Report: See Report **Solomon**
  - Visitor Numbers: See Report **Solomon**
  - Expense to Budget Report: See Report **Davis**
12. Promotions Reports
  - FCTV Report: See Report **Rolstad**
  - Bay Media: See Report **Clark**
    - AD BUY REQUEST (2024-25 budget) - mid month request
      - Florida Sportfishing Magazine - March/April Issue - Print and digital. Audience: Outdoor and Fishing Enthusiasts. Price: \$2905.00
  - Motion: Hobson                      Second: Ash                      Unanimous**
  - Nashville Magazine - May Issue Print Audience: Lifestyle travel - best beaches issue, \$3,534
    - Quimby's Magazine - Boater's magazine Annual Issue - Print and digital - \$1482
  - Motion: Brown                      Second: Hobson                      Unanimous**
  - Web Master Report: See Report **Kendrick**
13. New business **Solomon**

- A. Request from SGI Lighthouse Museum of \$6,500 to cover the cost of a maintenance project for the Keepers House Museum decking and stairs and the wooden benches in Lighthouse Park. The decking, stairs, handicap ramp, AC pedestal, and five Lighthouse Park benches need staining and sealing to protect them from our harsh coastal environment.

Funds will come from Museum Infrastructure Grant

**Motion: Ash                      Second: Brown                      Recused: Hobson                      Unanimous**

- B. Request from SGI Volunteer Fire Department for \$68,682 for a fully equipped emergency response vehicle and water rescue device. Funds will come from 10% Statutory Allowance

**Motion: Hobson                      Second: Ash                      Unanimous**

- C. Request an additional \$6,259.95 for two more sets of bleachers at DW Sports Park Arena.

**Motion: Brown                      Second: Hobson                      Unanimous**

- D. The TDC Administration and Vendors would like to hold a Seminar on Marketing Businesses in a Tourism-Related Area in early March or early April in the Armory. The seminar would touch on social media, print media, radio and television advertising, and branding. Visit Florida would also be part of the seminar, 4 hours (2 + 2) with lunch provided. Participants would be owners/marketing/managers – 2 per business. Budget up to \$5,000

**Motion: Ash                      Second: Brown                      Unanimous**

14. Reports by Local Government Representatives:

- A. City of Apalachicola: Upcoming events, Oyster Cookoff and MLK Celebration
- B. City of Carrabelle: Upcoming events, 1<sup>st</sup> Friday, Culture Crawl
- C. Franklin County: The County is no longer interested in purchasing Babcock Property

15. Reports from Member Organizations:

- A. John Solomon: Purchase of Software Clicktivated and explanation of what it does.
- B. Amy Hodson: Regarding upcoming events on SGI. Shrimpfest on February 8<sup>th</sup>.

16. Board Comments :

- A. Commissioner Jones – BOCC changing days for their Board Meetings to the 2nd and 4th Wednesday of each month the TDC Board will also be changing the days for their meetings to the 3rd Wednesday of each month in March.
- B. Hobson: Request that the board packet be in one document instead of separate documents.

Meeting Announcements: TDC Board Meeting Wednesday, February 12th @ 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: 2:40 pm