

**Franklin County Tourist Development Council  
Board Meeting TDC Office Meeting Room  
Wednesday, January 28, 2026– 5:00 P.M.**

**DRAFT MINUTES**

- Attendance: Commissioner Ricky Jones - Chair, Janalyn Dowden – TDC Board, Mayor Sebrina Brown – City of Carrabelle, Amy Hodson – TDC Board Member, Kathy Robinson – TDC Board Member, Torben Madson – TDC Member, John Solomon – TDC Administrator, Director; Deb Davis, TDC Finance.
- Absent : Mayor Brenda Ash – City of Apalachicola, Donnie Gay – TDC Board
- Vendors: Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup,
- Visitors: None
- Zoom Visitors Online: None

1. **Welcome/Call to Order** **Commissioner Jones**
2. **Prayer and Pledge of Allegiance**
3. **Quorum Announcement** **Solomon**
4. **Approval of August 13, 2025, Minutes** **Solomon**  
**Motion TDC Board Meeting: Hodson    Second: Robinson    Approved**
5. **Public Comments : None**
6. **Administrative Reports :**
  - **FCTDC Collections Report** **Solomon**
  - **Expense to Budget Report** **Deb Davis**
  - **Visitor Numbers Report** **Solomon**

**Promotions Reports`**

- **FCTV – See Report** **Rolstad**
- **Web Master – See Report** **Kendrick**  
**Request to make updates for Website Revisions. Also proposed updated business listing.  
Not to exceed \$12,000**  
**Motion: Brown    Second: Madson    Approved**
- **Bay Media – See Report** **Clark**
  - **Mid-Month Ad Buy Request: confirmation**
    - *Quimby's Boating Magazine* – Full page annual: \$ 1,550.40
    - *Florida Sports Fishing* – Full page March/April issue. Print/Digital: \$2,848.86**Motion: Robinson    Second: Hodson    Approved**
- **Addition Mid-Month Ad Buy Request: confirmation**
  - *Nashville Lifestyles* – March and *New Orleans Magazine*  
**Motion: Robinson    Second: Hodson    Approved**
  - *Visitor Guide* Reprint: 44-page reprint with photo/content updates, with QR Codes, Updating Lodging providers, \$20,000 copies : Print only: \$26,000  
Pre-press setup: \$3,500 - \$5,000 depending on Complexity (photo research, content creation and design)  
**Motion: Hodson    Second: Madson    Approved**

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- **Administrative Items                      NEW BUSINESS                      Solomon**
  - A. Request for approval from City of Carrabelle to replace the “Three Museums of Carrabelle” Billboard. Cost of \$995.**  
**Motion: Hodson                      Second: Madson                      Approved**
  - B. Amazon Prime CTV Interactive commercials for February to April 2026: \$10,000**  
**Motion: Robinson                      Second: Brown                      Approved**
  - C. Request from County for Maintenance Dredging at Indian Creak Boat Ramp - \$50,595**  
**Motion: Hodson                      Second: Brown                      Approved**
  - D. Request from Franklin County for Section 6 Public Facilities Project Funding Request for SGI Roadway Commercial District Resurfacing - \$622,797**  
**Motion: Hodson                      Second: Madson                      Approved**
  - E. Request Reprint of County Visitors Guides – See Bay Media Report**
  - F. Request to fund the “Fins Up on The Forgotten Coast”, a “Major Event Grant” Sept. 4<sup>th</sup> – 6<sup>th</sup> - \$3,500**  
**Motion: Madson                      Second: Brown                      Approved**
- 7. Reports by Local Government Representatives:**
  - A. City of Apalachicola: None**
  - B. City of Carrabelle: Events going on in February**
  - C. Franklin County: Update by Commissioner Jones regarding property in Eastpoint, and project Plans: Amphitheater, Restrooms, Various Pavilions. Parking and Places for Food Trucks.**
- 8. Reports from Member Organizations:**
  - Apalachicola Bay Chamber – update on Butts/Clucks Event. 100 racks of meat were Donated to the Senior Center.  
Due to Renovation at the Armory, the Chef Sampler is not scheduled yet; possibly in May or June.
  - SGI Business Association Event for February 7<sup>th</sup>: Shrimp Fest
  - Mardi Gras Barkus event coming up on February 27-28
- 9. Board Comments: None**

**Meeting adjourned at: 6:15 pm**

**Meeting Announcements: TDC Board Meeting Wednesday, February 11, 2026 @ 5:30 pm  
at TDC Office meeting room, Eastpoint Visitor Center, Eastpoint, FL**