

**Franklin County Tourist Development Council
Board Meeting TDC Office Meeting Room
Wednesday, March 11, 2026 – 5:30 P.M.**

MINUTES

- Attendance: Commissioner Ricky Jones - Chair, Mayor Sebrina Brown – City of Carrabelle, Mayor Brenda Ash – City of Apalachicola, Amy Hodson – TDC Board Member, Kathy Robinson – TDC Board Member, Torben Madson- TDC Board Member, John Solomon – TDC Administrator & Director; Deb Davis, TDC Finance.
- Absent : Janalyn Dowden – TDC Board, Donnie Gay – TDC Board, Buck Bolden – TDC Board.
- Vendors: Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup, Royce Rolstad - FCTV
- Visitors: Tamara Allen - Carrabelle History Museum, Jason Timbert – SGI VFD, Terry Kemp – Friends of Franklin County State Parks
- Zoom Visitors Online:

1. **Welcome/Call to Order** Commissioner Jones
2. **Prayer and Pledge of Allegiance**
3. **Quorum Announcement** Solomon
4. **Approval of January 28th, 2026, TDC Board Meeting Minutes:** Solomon
Motion : Robinson Second: Madson Approved Unanimous
5. **Public Comments : None**
6. **Administrative Reports :**
 - **FCTDC Collections Report (See Report)** Solomon
 - **Expense to Budget Report (See Report)** Deb Davis
 - **Visitor Numbers: (See Report)** Solomon

Promotions Reports

- **FCTV – See Report** Rolstad
- **Web Master – See Report** Kendrick
- **Bay Media – See Report** Clark

Ad Buy Request:

- *Apalachicola Times*- print and digital – 1 year subscription - \$ 8,892
- *The Points Guy Daily Newsletter* – Visit Florida Coop – digital – 4 week flight – 1M subscribers – 60% of regular price - \$8550
- *Canadian Bundle Buy* – print and digital - \$9,063
 - Toronto Star* – Ontario – 690,200 readers
 - The National Post* – 140,000 Readers
 - The Globe and Mail* – Ontario Print subscribers and Newsstand 443,000 readers
- *Fido Friendly* -annual digital, eblast, blog post, radio interview - \$ 2,730.15
- *iHeart Media: Streaming Audio* - 4 week run, 750,000 impressions - \$ 8,550

Total cost : \$ 37,785.15

Motion: Hodson Second: Ash Approved Unanimous

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New Business:

- a. **Request for approval from St. James/Lanark VFD for Personal Protection Equipment and Piercing Nozzle System - \$ 15,896.69**
Motion: Hodson Second: Ash **Approved Unanimous**

- b. **Request for approval from St. James/Lanark VFD for Generator - \$ 12,080.69**
Motion: Madson Second: Robinson **Approved Unanimous**

- c. **Request for approval from SGI VFD Thermal Imaging Camera, Gas Detectors, Stroke Basket, Battery, Operated Stair Chair. \$ 21,980.92**
Motion: Hodson Second: Robinson **Approved Unanimous**

- d. **Request from SGI Lighthouse for the Museum Infrastructure Grant, used for flooring, upgraded security and electrical repairs. - \$ 6,526.93**
Motion: Ash Second: Robinson **Approved Unanimous/ Hodson recused herself**

- e. **Request to advertising with Carvertise for 6 months, Orlando and Nashville audience - \$ 36,650**
Motion: Hodson Second: Madson **Approved Unanimous**

- f. **Request from Friends of Franklin County State Parks for producing and printing brochures about Franklin County State Parks, not to exceed \$ 4,000.**
Motion: Brown Second: Madson **Approved Unanimous**

Reports by Local Government Representatives:

- A. **City of Apalachicola: Rededication of Lafayette Park, Thanks to Parks and Rec for their work.**

- B. **City of Carrabelle: Upcoming events in Carrabelle**

- C. **Franklin County: Independent analysis of Section 6 of Florida Statute regarding use of funds for storm water damage/repairs. - \$ 700,000**

Reports from Member Organizations – Tamara Allen – Events in Carrabelle, Culture Crawl and Car Show

Meeting adjourned at: 6:15 pm

**Meeting Announcements: TDC Board Meeting Wednesday, April 8 @ 5:30 pm
at TDC Office meeting room, Eastpoint Visitor Center, Eastpoint, FL**