Franklin County Tourist Development Council

Board Meeting TDC Office Meeting Room
Wednesday, May 20, 2026– 5:30 P.M.

DRAFT MINUTES

- Attendance: Commissioner Ricky Jones - Chair, Mayor Sebrina Brown – City of Carrabelle, Janalyn Dowden – TDC Board, Amy Hodson – 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, Buck Bolden – TDC Board, Kathy Robinson – TDC Board Member,
- Vendors: Cindy Clark – Bay Media, , Royce Rostad, FCTV, Tana Kendrick – Tidemark Marketing
- 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 April 11, 2026, Minutes** — **Solomon**
   Motion: Madson Second: Hodson Approved
5. **Public Comments : None**
6. **Administrative Reports :**
   - **FCTDC Collections Report** — **Solomon**
   - **Expense to Budget Report (Pending)** — **Deb Davis**
   - Visitor Numbers Report — Solomon

Promotions Reports

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

Ad Buy Request:

***Lonely Planet* – digital Visit Florida co-op $ 8600**
***Origin Magazine* – print $10,032**
***Nashville Magazine* – print/digital $2827.20**
***DMO co*-op - $6000**

Motion: Madson Second: Hodson Approved

Marketing Project Request:

***Forgotten Coast Adventure Bucket List Cards* – This is a series of 15 fun scratch-off adventure trading cards to be used in conjunction with current adventure trivia videos . Cost $15,000**

Motion: Madson Second: Hodson Approved

New Business

A. **Presentation by Placer AI Software Via Zoom**
   Cost for 2025-26 (Partial year) $15,000
   Cost for 2026-27 $36,000
   Cost for 2027-28 $40,000
   Motion: Hodson Second: Madson Approved

B. **City of Apalachicola Manager, C Anderson, has requested one of the Fish Display Signs at Park in Apalachicola across from Battery Park.**

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Motion: Madson Second: Brown Approved

7. **Reports by Local Government:**
   A. **City of Apalachicola: None**
   B. **City of Carrabelle: Events going on in May and June**
   C. **Franklin County: Ribbon Cutting of the Maritime Heritage Museum TBA**
      Ribbon Cutting for the Fort Coombs Armory tentatively for June 17th.

8. **Reports from Member Organizations:**
   Big Bend Kiosk's going up soon
9. **Board Comments: None**

Meeting adjourned at: 6:45 pm

Meeting Announcements: TDC Board Meeting Wednesday, June 10, 2026 @ 5:30 pm at TDC Office meeting room, Eastpoint Visitor Center, Eastpoint, FL