

Franklin County Tourist Development Council

Board Meeting TDC Office Meeting Room

Wednesday, August 12, 2026 – 5:30 P.M.

MINUTES

Attendance: Commissioner Ricky Jones - Chair, Mayor Brenda Ash – City of Apalachicola, Mayor Sebrina Brown – City of Carrabelle, Donnie Gay – TDC Board, Buck Bolden – TDC Board, Amy Hodson – TDC Board Member, Torben Madson – TDC Member, John Solomon – TDC Administrator, Director, Deb Davis, TDC Finance.

Absent : Janalyn Dowden – TDC Board, Kathy Robinson – TDC Board Member

Vendors: Cindy Clark – Bay Media, , Royce Rostad, FCTV, Tana Kendrick – Tidemark Marketing

Visitors: Sheila Hauser, Collins.

Zoom Visitors Online: None

1. Welcome/Call to Order Commissioner Jones

2. Prayer and Pledge of Allegiance

3. Quorum Announcement Solomon

4. Approval of June 10, 2026, Minutes Solomon

Motion: Madson Second: Bolden Approved

5. Public Comments : None

6. Administrative Reports :

- FCTDC Collections Report Solomon
- Expense / Budget Report Deb Davis

Promotions Reports

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

Mid-Month Ad Buy Request:

Destination Film Magazine – Print/ Digital, Full page editorial \$3985.00

Florida Sport Fishing – October Issue, Print/ Digital. Full page \$2850.00

Local Palette – December Issue, Print/Digital, Full page \$7125.00

Motion: Hodson Second: Gay Approved

Ad Buy Request: Visit Florida Coop

2027 Waterway Guide – Print/Digital, Full Page \$8892.00

USA Today – Fall Go Escape Southeast Regional Travel Guide, Print, Digital ½ page \$11,400

Visit Florida Digital Out of Home Coop – Atlanta Area \$8550

Weather Sites Network - \$4275.00

Travel Spike – Digital/ \$4275

OTA Network - Digital/\$8550

Premium Content Network – digital (Conde Nast, People, Inc. \$4275.

Florida Outdoor Fishing Guide – 2027 \$9405

Motion: Brown Second: Hodson Approved

Franklin County Tourist Development Council

Board Meeting TDC Office Meeting Room

Wednesday, August 12, 2026 – 5:30 P.M.

New Business:

- A. Grant Committee Meeting rescheduled to September 2nd at 5:00 pm
- B. Request for 6-month campaign of 5 cars each in Birmingham and Tampa with Carvertise beginning September - \$ 36,650
- C. Request for CTV digital commercials in Tampa, Orlando, Knoxville and Birmingham for three months beginning in September. \$ 10,500
- D. Visit Florida Co-op *iHeart Audio Streaming* Audio Commercial for 4 weeks beginning mid-September- \$7,500
- E. Visit Florida Co-op / *Visit Florida.com Remarketing (Video)* for 4 weeks beginning mid-September - \$3,750

Motion: Bolden Second: Madson Approved

- F. Airport Brochure – The airport committee has requested 10,000 promotional rack cards - \$1,776
- G. Maritime Museum Brochure – Requesting 10,000 trifold brochures - \$1,998
- H. Armory 10,000 promotional Rack Cards - \$ 1,776

Motion: Hodson Second: Madson Approved

- I. Franklin County Sheriff's Office has requested \$12,235.52 for rehabbing and updating radar signs.
- J. The Apalachicola Fire Department has requested \$17,239.80 for first responders' supplies.
- K. Request for TDC Promotional Items: 200 challenge coins - \$2.335
500 – slim can koozies with logo - \$800
200 - -shirts with logo - \$2,319.75
Total: \$4454.75

Motion: Hodson Second: Madson Approved

- L. Request for letter of support for St. George Island State Park "Dark Skies" Designation
- Motion: Madson Second: Brown Approved

- M. County funding request for 20% project match for the SGI Multi-Use Path Project - \$ 56,529.35
- Motion: Hodson Second: Bolden Approved

- N. Request from City of Carrabelle for funding Carrabelle Riverfront Boardwalk improvements (a Section 6 project - \$ 500,000.
- Motion: Ash Second: Madson Approved

- 7. Reports by Local Government: Commissioner Jones updated Board on recent events
- 8. Reports from Member Organizations: None
- 9. Board Comments: None
- 10. Meeting Announcements: Next meeting will be held on September 2nd.
Grant Meeting @ 5:00 pm; TDC Board Meeting 5:30 pm
- 11. Meeting adjourned at: 6:30 pm