Franklin County Tourist Development Council

TDC Grant Committee and TDC Board Meeting

TDC Office Meeting Room
Wednesday, September 2, 2026 – 5:00 P.M.

GRANT MEETING DRAFT MINUTES

Attendance – Janalyn Dowden - Chair, Mayor Sebrina Brown – City of Carrabelle, Donnie Gay – TDC Board, Buck Bolden – TDC Board, Torben Madson – TDC Member, Kathy Robinson- TDC Board, John Solomon – TDC Administrator, Director, Deb Davis, TDC Finance.
Visitors: Doura Elkins – Plein Air, Caty Greene – AAHA, Greg Gorgozjski – AAHA, Carlton Whaley – Curfew Lodge #73.
Zoom Visitors Online: Sheryl Clouse

1. Welcome/Call to Order — Janalyn Dowden
2. Prayer and Pledge of Allegiance — John Solomon
3. Grant Submissions Report and Discussion — John Solomon/Deb Davis
4. Approve/ Disapprove Grants Submitted 2026-27

Promotional Grants:	Motion: Brown	Second: Gay	Approved
Major Events Grants:	Motion: Robinson	Second: Brown	Approved
Museum Grants:	Motion: Robinson	Second: Brown	Approved

Meeting adjourned at: 5:20 pm

TDC BOARD MEETING DRAFT MINUTES

Attendance – Commissioner Ricky Jones – BOCC Chair, Janalyn Dowden – TDC Board, Mayor Sebrina Brown – City of Carrabelle, Donnie Gay – TDC Board, Buck Bolden – TDC Board, Torben Madson – TDC Member, Kathy Robinson- TDC Board, John Solomon – TDC Administrator, Director, Deb Davis, TDC Finance. Lori Dougherty – Carrabelle Chamber
Absent : Amy Hodson – TDC Board, Mayor Ash, City of Apalachicola
Vendors: Cindy Clark – Bay Media, , Royce Rostad, FCTV, Tana Kendrick – Tidemark Marketing
Zoom Visitors Online: None

5. Welcome/Call to Order — Commissioner Jones
6. Prayer and Pledge of Allegiance
7. Quorum Announcement — Solomon
8. Approval of August 12, 2026, Minutes — Solomon
   Motion: Robinson Second: Bolden Approved
9. Public Comments : None
10. Administrative Reports :
    - FCTDC Collections Report — Solomon
    - Expense / Budget Report (will be sent out when available) — Deb Davis

Promotions Reports

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

  Mid-Month Ad Buy Request:

  Quimbly's 2027 Annual Cruising Guide – Print/ Digital, Full page editorial $1590
  ROVA – RV National Magazine, Oct/Nov Issue, Print/. 2-page spread $7410.10
  Upgraded to USA Today – from ½ page ($10,000) to full page Issue ($12,500)

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Ratified Motion: Motion: Robinson Second: Madson Approved

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

Ad Buy Request: Visit Florida Coop

Ad Buy Request:
Tallahassee Magazine/ Emerald Coast Magazine – Dec 2026/ Jan 2027 and April/May 2027 – 2-page ads , plus digital and e-newsletters in each magazine $ 16,644.00
Good Grit Magazine – Winter issue: full page plus editorial coverage - $3420
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

New Business:

A. Approve Grant Committee Recommendations –
Motion: Robinson Second: Bolden Approved

B. Request for 3-Month Streaming TV- Tallahassee/ West Florida and Broadcast TV commercials in North Florida from Gray Media - $10,000
Motion: Dowden Second: Gay Approved

C. Request $5,000 for boosted Social Media ads for Rediscover the Forgotten Coast and Maritime Heritage Museum Commercial.
Motion: Bolden Second: Gay Approved

D. Mid-month Ratify for Visit Florida Co-op Visit Florid.com remarketing Video for 4 weeks beginning Mid-September – additional amount of $3,750 (total cost $11,250)
Motion: Robinson Second: Gay Madsen

E. Funding Request for High-visibility Weather Protection Jackets for Franklin County EMS - $7,498
Motion: Madson Second: Bolden Approved

F. Request from Raney House for funding from Museum Infrastructure Grant for replacement of roof on Raney Carriage House, repairs to rotten wood and repairing flashing around chimneys of the Raney House. - $ 18,900
Motion: Madsen Second: Bolden Approved

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Reports by Local Government:

A. City of Apalachicola: Letter of support was sent.
B. City of Carrabelle: Thanks for approving Waterfront project.
C. Franklin County: TDC Tax increase was approved for the election ballot in November.
   Vendor Contracts need to be renewed. Recommendation from TDC Board to recommend the renewal of the contracts for 2 years.
   Motion: Madsen Second: Dowden Approved

Reports by Member Organizations: None

Board Comments:

Janalyn Dowden – gave her notice of resignation from the TDC Board, and her retirement.

TDC Meeting adjourned at 6:06 pm, Next TDC Board meeting will be on October 14th @ 5:30 pm