

**Franklin County Tourist Development Council  
Board of Directors Meeting  
Eastpoint Visitors Center  
Wednesday, February 8, 2017, 2 P.M.**

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Janalyn Dowden, Rex Pennycuff, Walter Armistead, Chester Reese  
Recording: Curt Blair, Laura Graham, Jean Lane  
Guests: Cindy Clark, Tamara Allen, Randy Cnota, Joan Matey, Kristen Ebersol, George Floyd  
Absent: Diana Prickett

Chair Commission Sanders called the meeting to order.

Walter Armistead led prayer and Pledge of Allegiance.

There was a quorum.

Introductions: Kristen Ebersol, Bald Point FWC ; Randy Cnota, Coastal Angler; George Floyd, Jean Mary.

Amendments to the Agenda: Joan Matey, Tate's Hell Brochure and Chester Reese, FADs added to Continuing Business.

Motion to approve the amendments to the Agenda.  
Motion: Pennycuff. Second: LaPaz. Passed.

Commissioner Sanders asked for approval of the minutes.

Motion to approve the January 11, 2017 Board Meeting Minutes .  
Motion: LaPaz. Second: Hewitt. Passed.

Taylor Duhon presented a kayak fishing video by Michael Simmons for the FCTDC website.

Administrative Reports: Laura Graham presented the 2016-17 Collections Report through November 2016-17 and the Expense to Budget Report through January 31, 2017. Ms. Graham distributed a template for the 2017/18 Budget for the board to review and consider for the next board meeting.

There was discussion amongst the board on the draft 2017-18 Budget. Commissioner Sanders stated they're may be a request for \$51,000 for additional public parking on St. George Island and potentially a request for \$20,000 in additional funds for the Carrabelle bathroom. The board discussed the potential to allocated funds for the St. George Island bathrooms and the Armory for \$20,000 in a grant match for redoing the floors. It was suggested to consider paying down the principal on the Lombardi Park property.

Ms. Graham stated the 1st Quarter Audit is almost complete with an annual audit to be completed before April and presented at a budget committee meeting; date to be determined.

Cindy Clark, Bay Media, presented the media report. Ms. Clark asked for final approval of the new logo. Mr. Blair stated the logo is part of the rebranding of Franklin County; Florida's Forgotten Coast.

Motion to approve the new logo and re-branding effort.

Motion: Pennycuff. Second: Hewitt. Passed.

Randy Cnota provided an overview of the Coastal Angler magazine that the FCTDC will utilize to promote Franklin County's fishing opportunities to tourists.

2kWebgroup was absent. Mr. Blair reported the FCTDC had invited area non profits to promote their events on WXTL Tallahassee's morning Community Chat show. Several organizations responded to the opportunity. For more information groups should contact Laura Graham.

Jean Lane, EPVC, reported on the number of visitors to the four area visitor centers for January 2017. Ms. Lane reported on the opening reception for the art exhibit.

Mr. Blair presented two Visit Florida grant applications for 2017-18. One application is an advertising grant is targeting active get-a-way weekends for women. The second is an application to assist the TDC in the Florida's Forgotten Coast brand conversion.

Motion to approve the 2017-18 Visit Florida\_Grant Applications.

Motion: Reese. Second: Pennycuff. Passed.

Mr. Blair provided an update on the Legislative review from the State. He reported the legislature is considering a change in funding private-public entities such as Visit Florida and Tourist Development Councils. Staff will monitor the possible legislation and report back to the board.

Ms. Graham reported the Riverways South meeting will be hosted by the FCTDC on February 16, 2017 at 11am. Guest Speaker will be Sheriff A.J. Smith.

#### Committee Reports:

Marketing Committee: Staff reported back to the board on a request to work with George Floyd in determining what the TDC can do to participate in a promotion of the Jean Mary around the state tour. (See attached) Mr. Blair said that the TDC's involvement in the trip is appropriate to the extent that the trip promotes Franklin County. He presented the Board with a series of recommendations for the cooperative effort. George Floyd presented the travel schedule for the Jean Mary's trial run from Jacksonville to Sanford, Florida as a trial run for the round the state trip. Mr. Floyd welcomed Board members to participate. As part of his comments Mr. Blair stated the FCTDC will need to acquire additional staff help as this project was not included in the current work plan.

Motion to approve up to \$2,000 to promote the Jean Mary during a trial trip from Green Springs to Sanford later in February.

Motion: Reese. Second: LaPaz. Passed.

Mr. Blair asked for a motion to approve the Kayak Fishing video prepared by Michael Simmons for up to \$750.

Motion: Armistead. Second: Cook. Passed.

Continuing Business: Joan Matey presented a draft of the Tate's Hell brochure.

There was a motion to approve printing up to \$10,000 brochures

Motion: Hewitt. Second: LaPaz. Passed.

Mr. Reese provided an update on the FADs.

Reports by Local Governments:

Franklin County: Commissioner Sanders provided an update on the Carrabelle bathrooms and SGI additional public parking for which funding was requested by the BOCC from the FCTDC. She provided an update on the board ramp.

City of Apalachicola: No report.

City of Carrabelle: Mayor LaPaz provided an update on the Carrabelle Fly-In and presented the poster for this event.

Mr. Pennycuff asked for a motion to approve up to \$51,000 for paving additional beach parking on St. George Island contingent upon approval by the county attorney.

Motion: Pennycuff. Second: LaPaz. Passed.

New Business: Mr. Blair reminded the board of Hospitality Days in the Florida Legislature on March 14, 2017 and asked for approval of expenses for any board member wishing to attend.

Motion to approve expenses for Hospitality Days at the Legislature, March 14, 2017.

Motion: Pennycuff. Second: LaPaz. Passed.

Mr. Blair reported that the Goodwill Hospitality Training program could be provided on February 28, 2017 at the EPVFD from 1p- 4p subject to board approval. This would be a partnership between FCTDC, Riverways, and Goodwill.

Motion to approve the training program and up to ten \$50 scholarships.

Motion: Armistead. Second: Reese. Passed.

Public Comment: Tamara Allen presented a flyer for the Carrabelle Riverfront Film Festival. Beverly Hewitt stated the City Commission is proposing an ordinance on sidewalk dining.

Meeting Announcements:

No meetings in March.

April Board Meeting, Wednesday, April 12, 2017, EPVC, 2 p.m.

April Committees Meeting, Wednesday, April 26, 2017, EPVC, 2 p.m.

Meeting adjourned at 4:23 p.m.