

**Franklin County Tourist Development Council Board Meeting**  
**Franklin County Courthouse Annex**  
**April 10, 2012 - 3:00 p.m.**  
**MINUTES**

**In attendance:** Chair Sanders, Cal Allen, Alice Collins, Frank Cook, Beverly Hewitt, John Hosford, Paul Parker, Diana Prickett; absent Chester Reese.

**Recording:** Blair, Edwards

**Guests:** Tamara Allen, Cindy Clark, Lesley Cox, Caty Green, Anita Grove, Sheila Hauser, Terry Kemp, Nikki Millender, Paulette Moss, Dixie Partington, Clarice Powell, Elaine Rosenthal, Helen Spohrer, Joe Taylor, Suzanne Zimmerman;

**Call to Order:** Chair Sanders called the meeting to order at 3:00 p.m. She requested if there were any introductions. None were introduced.

**Amendments to Agenda:** Historic Apalachicola wished to enter a \$500 grant request under New Business. So moved.

**Minutes** of March 13, 2012 Council Meeting – Motion to approve Minutes as presented:

Motion: Parker, 2<sup>nd</sup>, Cook, passed

**Administrative Report**

Collections and Financial Reports – Blair reviewed the most recent collection information with the board and directed their attention to review the financial reports emailed to them earlier.

BP Grant Phase 4 – Blair remarked the Phase 4 BP funding was coming to a close by April 30, 2012

TDC 2011-13 Plan – Blair requested a motion to approve the TDC 2011-13 Plan as amended and as presented. The plan will go before a FCOCC public hearing on April 17, 2011.

Motion to approve the TDC 2011-13 Plan as presented and amended:

Motion: Collins, 2<sup>nd</sup>, Parker, passed

Invoice from NW Florida Communications Council – Blair requested a motion to pay the \$2,000 to the NW Florida Communications Council. Spohrer reported that BP funds could be issued for this expense:

Motion to approve the \$2,000 expense:

Motion: Collins, 2<sup>nd</sup> Parker, passed

Local Tourist Tax Collection Option – tabled for future action

**Committee Reports**

**Marketing:** Marketing Update - Helen Spohrer, FCTDC Agent for the BP Funding, reviewed Phase 4 expenditures and Change Order Requests #8 and #9, as follows:

Mobil apps will be completed by 2K by April 30;

National Geographic Undiscovered Florida (featuring Franklin County) will be on sale April 20;

Closing out all of MB1 with C.O. #8;

Florida Welcome Center managers will arrive for a tour of the county and she thanked Sheila Hauser who has set up the tour and will accompany about 20 persons on the tour for 3 days;

New Visitor Guide will be printed soon. Order of 60,000 copies with 30,000 county maps;

\$7,720 will be expensed to continue with 2K's monitor of google ad words;

Increase e-newsletters from 7,000 to 18,000 and allocate up to \$15,000 to Bay Media for 16 new issues;

pay 2K for production costs for organization of images, topic, categories;

pay \$1,000 to City of Apalachicola for TDC storage space at the old high school;

“Fishing the Flats” filmed by TV Producer Fins and Flats, will be effective for years to come. Three TV shows were filmed and will begin to show in May, June, July 2012. Chester Reese toured with the film crew and related they were very impressed with Franklin County and compared it to Old Key West because of the authenticity of “Old Florida”.

Spohrer requested a motion to change the official website name for Franklin County from “anaturalescape.com” to “SaltyFlorida.com”

Motion to change to SaltyFlorida.com:

Motion: Parker, 2<sup>nd</sup>, Allen, passed

Change Order #8 has already been approved by BP. It closes out MB1 by transferring all remaining \$ in MB1/Coop Activities allocations of \$9,271.69 to MB1/Traditional Marketing/TV (Nashville cable broadcast).

Motion to approve C.O. #8 as presented:

Motion Collins, 2<sup>nd</sup>, Allen, passed

Change Order #9 pertains to MB2 and transfers \$11,000 from Coop Activities/Billboards and moved it to MB2/Traditional Marketing/Online Banner Ads

Motion to approve C.O. #9 as presented:

Motion Hosford, 2<sup>nd</sup>, Parker, passed

Grants: 2012-13 Grants Small Grants Committee – Diana Prickett reviewed the Committee’s proposal regarding the proposed changes to the 2012-13 Grants. After board discussion, the proposal was motioned to adopt the concept and fine tune with the Grants Committee meeting on 4/24/12.

Motion: Hewitt, 2<sup>nd</sup>, Cook, passed

#### **Continuing Business:**

Big Bend Visitor’s Brochure Distribution List - David Butler will be contacted with the TDC’s request for distribution of the Brochure. The FCTDC will decide who gets free copies and how many. Free copies cannot be sold and must have FCTDC stickers placed on them with the TDC logo and “not for sale”

#### **Reports by Local Government Representatives –**

Franklin County: TDC Chair Cheryl Sanders reported on the progress of Coombs Convention Center’s roof and electrical improvements and progress toward the Lombardi property.

Chair Sanders indicated that Franklin County had received confirmation that the Girls State Softball Tournament designated Franklin County as their site for July 12-17, 2012. Chair Sanders introduced Nikki Millender from FC Parks and Recreation. Millender requested \$15,000 from the FCTDC to assist with defray costs of this event. The event will bring over 600 girls and their coaches, and unknown number of parents who accompany the children.

Motion to award \$15,000 to FC Parks and Rec for this event, payable from BP funding:

Motion: Allen, 2<sup>nd</sup>, Hosford, passed

City of Apalachicola: Frank Cook distributed the progress report indicating that the City is installing the directional signs.

City of Carrabelle: Cal Allen reported on the new signs at Carrabelle and the popularity of the Governor Stone in port.

#### **New Business:**

\$500 Grant Request – Franklin Needs, Inc. – Calendar

\$500 Grant Request – Big Bend Saltwater Classic July 6-8

\$500 Grant Request – Historic Apalachicola July 3-4 Riverfront Celebration

Motion to award \$500 to each request:

Motion: Hewitt, 2<sup>nd</sup>, Cook, passed

#### **Public Items for the Good of the Order:**

4/24/12 FCTDC Committees – City of Apalachicola Community Room, 1:30 pm;

5/8/12 FCTDC Board Meeting, FC Courthouse Annex 3:00 pm;

Blair encouraged all board members to attend the public hearing for the FCTDC Plan 2011-13 on April 17, 2012, location will be the National Reserve in Eastpoint;

Cal Allen encouraged all to attend the Carrabelle Riverfront Festival April 28-29 – Theme is “Pirates of the Carrabellan”;

Reminder of the Carrabelle Speed Fest on April 21 at their Airport;

**Motion to Adjourn:** Chair Sanders adjourned the meeting at 4:30 p.m.