

**Franklin County Tourist Development Council Board Meeting
Carrabelle City Hall Meeting Room
March 13, 2012 - 3:00 p.m.**

MINUTES

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

Recording: Curt Blair, Fran Edwards

Guests: Tamara Allen, Lesley Cox, Anita Grove, Sheila Hauser, Elaine Rosenthal, Helen Spohrer, and Suzanne Zimmerman

Call to Order: Chair Sanders called the meeting to order at 3:00 p.m.

Introductions: Chair Sanders inquired if any introductions were necessary. Chair Sanders welcomed new Director Beverly Hewitt as designee for the Apalachicola Bay Chamber

Amendments to Agenda: Chair Sanders called for any amendments to the agenda. Blair indicated he had an item from SGI Visitors Center under "New Business"

Minutes of February 14, 2012 Council Meeting: Motion to approve as presented:

Motion: Parker, 2nd, Cook, passed

Administrative Report

Confirmation and Welcome to Beverly Hewitt – Blair welcomed Beverly Hewitt to the Board Collections and Financial Reports – Blair discussed the current collection information and stated that 2011 broke all previous fiscal year and calendar year collection records, as calendar year total was 9% over last year in the sum of \$824,192.

BP Grant Phase 4 – Blair indicated Helen Spohrer would review this information

Visit Fla Grants submitted - Historical Image Development (\$5,000)-Traveling Tourism Display (\$2,500) – Blair confirmed, as per the Board's direction, both grant submittals have been sent to Visit Florida for review.

TDC 2012-13 Budget – Blair presented a draft 2012-13 budget for review and approval.

Motion to approve draft budget as presented to send to County Finance:

Motion: Allen, 2nd Reese, passed

TDC 2011-13 Plan – Blair discussed the Michael Shuler's office had requested changes to the TDC 2011-13 Plan as presented to the FCBOCC last August 2011. Blair presented the changes requested.

Motion to approve the new 2011-13 Plan as presented so it can be scheduled for the required Public Hearing:

Motion: Reese, 2nd Cook, passed

Discussion/review of 2012-13 sustaining grant award allocations was stated from Lesley Cox.

Motion to prioritize finding an additional \$20,000 for sustaining grants allocations in the 2012-13 budget cycle

Motion: Cook, 2nd Reese

Discussion by Blair regarding unencumbered municipal allocations from prior years – that the Clerk's office is interested in any unencumbered municipal allocations be rolled into the next budget year for re-allocations;

Amended Motion: Motion to prioritize finding an additional \$20,000 for sustaining grants allocations in the 2012-13 budget cycle; Staff instructed to review unencumbered allocations for the county, Carrabelle and Apalachicola. If not encumbered by the end of the current fiscal year, the allocation will roll into the 2012-13 budget for further review and re-allocation.

Motion: Reese, 2nd Cook, passed

Tallahassee Airport - New Kiosk available for tourism brochures through Clear Channel – Edwards reported that Tallahassee Airport now has a new advertising kiosk with limited spaces. Interested parties should contact Michele Grammes at Clear Channel, 800-648-8437, extension 434 to rent a kiosk space.

Anita Grove reported that the TDC display at Tallahassee airport moves too fast to deliver the message about Franklin County. Blair reported his office will look into the matter.

Committee Reports:

Marketing:

BP Marketing Update - Helen Spohrer distributed the February report and statistical information. She welcomed Beverly Hewitt to the Board and having a restaurant represented for the first time.

She commented the BP marketing program is in the last phase and reported the following marketing venues in progress and there is much work to do. That she will seek a C.O. approval for any small remaining sums in certain categories to finish the BP project.

Beach TV through The Atlanta Hotel Channel will promote Franklin County from New Orleans to Panama City from March 21 through April 30;

2Kwebgroup is near completion the TDC mobile apps availability – that ESPN is the most viewed on mobile apps.

Sheila Hauser has organized the welcome tour for the staff of 14 for the five Florida Welcome Centers.

Fishing the Flats television show filming is scheduled with Henry Waschuk to film April 2-5, 2012. Ms. Spohrer thanked Chester Reese for his cooperation with this effort.

The PBS series for Paint and Travel is scheduled in April for two more additional filming segments.

Governor Stone schooner is docked in Franklin County ports of Carrabelle and Apalachicola in March and April and is receiving tremendous interest.

Springtime Tallahassee, March 31 – FCTDC will have a trade show booth. Ms. Spohrer requested if anyone knew of a “very neat vehicle” that TDC could use as a parade car.

Media Day Press Tour, scheduled for March 21, is well organized for any weather; invitations have been sent. Ms. Spohrer feels this is the county day to “shine” and promote a positive image for the media and to present the successful marketing for Franklin County. At present the guest list includes anticipated BP attendance, Visit Florida, WCTV, WFLA, PC Channel 13, Authentic Florida, Tallahassee Democrat, USF, Florida Sportsman, Must See, Apalachicola Times, FC Consolidated School Culinary Department and Media Staff, the Florida Seafood Festival Queen, Jeff Illardi/winner of Oyster Roast contest entry, ANERR, Apalachicola Riverkeepers, EOC, Seafood Task Force, FC Seafood Workers and business operators, the TDC Board of Directors, representatives from the three TDC Visitor Centers, and local historical organizations. Blair is seeking the attendance of Adam Putnam, Florida Secretary of Agriculture.

Grants:

Small Grants Committee – no report, Ms. Prickett was unable to attend

Continuing Business: no report

Reports by Local Government Representatives:

Franklin County: Chair Sanders reported the huge success of the Camp Gordon Johnston parade.

City of Apalachicola: no report

City of Carrabelle: Allen commented about the wide attention and interest by the public to the Governor Stone schooner, now in port in Carrabelle.

New Business:

\$500 request/Big Bend Fishing Tournament rescheduled July 6-8- no action, resubmit next quarter

\$2,000 request/City of Apalachicola ACFS Meeting – Mar 14-16 – as there was only \$500 remaining in the Jan-Mar quarterly grant allowance,

Motion to award \$500 to the City of Apalachicola for ACFS Meeting:

Motion: Collins, 2nd Reese, passed

Arbor Day \$500 request received, temporarily pulled

Chair Sanders presented a letter from the St. George Island Visitors Center which stated they will not seek renewal of their TDC Visitor Center contract at the end of the fiscal year, October 1, 2011. Matter tabled for later discussion.

Public Items for the Good of the Order:

3/27/12 FCTDC Committees, Location is at Holy Family, 27 Sixth Street, Apalachicola 1:30 pm

4/10/12 Board Meeting, FC Courthouse Annex 3:00 pm

Helen Spohrer indicated she has Springtime Tallahassee Breakfast tickets if anyone wishes one.

Adjourn: Chair Sanders adjourned the meeting at 4:50 p.m.