

**Franklin County Tourist Development Council
Board Meeting
Eastpoint Visitor Center
Tuesday, April 10, 2019
Minutes**

Web Master - Kendrick
For the month of March we had 34,721 website visitors. 49.7% was from paid internet marketing efforts. 30% was from organic SEO efforts.
Top visitors were from Atlanta, Orlando, Tallahassee, Nashville, Birmingham, Charlotte, and Dallas. 122 newsletter signups, 163 requests for places to stay and 250 visitor guide request.

A Memorandum of Understanding outlines the use of the credit card to pay for internet charges. Request by Vendor to increase the credit card amount from \$10,000 to \$20,000.

Visitor Center Report - Lane
Totals for visitors in March:
Apalachicola – 2,343; Eastpoint - 440; SGI - 1,282; Carrabelle - 348: Total 4,413

Administrative Items: Solomon
Visit Florida Grant: Update regarding status of grant.

VII. Committee Reports:

Administration Committee - Chair Bev Hewitt and Vice Chair Buck Bolden
Motion to adopt recommended chairs as written
Motion: Robinson Second: Christie Passed

Motion after discussion and review of Administrator's contract, to recommend to FCBOCC to revise contract to be the same as prior Administrator's contract
Motion: Robinson Second: Christie Passed

Marketing and Promotions Committee: Chair Mayor Brenda LaPaz and Vice Chair Lewis Christie
Grants Committee: Chair Janalyn Dowden and Vice Chair Rex Pennycuff

VIII. Continuing Business: Committee Meetings tentative for May 8th.
Survey development - Sterling is working on creating a survey program/ put on next meeting agenda.

IX. Reports by Local Government Representatives:
City of Apalachicola - Not present Mayor Johnson
City of Carrabelle - No report Mayor LaPaz
Franklin County - No report Comm. Jones

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X. Reports from Member Organizations: Solomon

Tamara Allen: Culture Crawl was a huge success; Riverfront Festival being cancelled (later the Riverfront Festival was not cancelled but held by the Carrabelle Chamber).

Kate Aguiar: Discussion regarding the SG Lighthouse sign. John Solomon will look for a quote for the portion that is for the TDC.

XI. New Business:
Anita Grove gave an ANERR update;

XII. Public Comment: None

XIII. Board Comments: None

XIV. Meeting Announcements:
Next FCTDC Board Meeting: Wednesday, May 8, 2019 at 2:00 pm

Meeting Adjourned at 4:07 pm