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

**In Attendance:** Beverly Hewitt, Apalachicola Bay Chamber; Buck Bolden; Commissioner Ricky Jones-FCBOCC; Janalyn Dowden; Mayor Brenda LaPaz, City of Carrabelle; Rex Pennycuff, Kathy Robinson, Lewis Christie - Carrabelle Chamber of Commerce

Absent: Mayor Van W. Johnson, Sr.

Recording: John Solomon, Jean Lane, Deborah Davis

TDC Vendors: Cindy Clark - Bay Media; Tana Kendrick - 2KWebgroup

**Visitors:** Barbara Morris - SGI Civic Club; Kate Aguiar - SGLA; Tamara Allen - Carrabelle History Museum; Anita Grove - EP National Research Reserve

- I. Commissioner Jones called the meeting to order at 2:00 PM
- II. Prayer and Pledge of Allegiance was led by Rex Pennycuff
- III. Quorum was established
- IV. Amendments to Agenda: None
- V. Approval of March 13, 2019 Minutes:
- Motion: BoltonSecond: PennycuffPassedVI.Administrative Reports:

Financials:

Collection Report - Solomon Collections for the month of January was \$ 52,063.46 with a 1.6% increase over same period last year.

Expenditures to Budget Reports - Davis Expenditures to Budget for 2018-19 year to date expenses are 33.4.9% of the budget.

Promotions Report - Clark Media Report: April Newsletter launched to 52,307 recipients. ; there were 29 trackable links embedded into the newsletter. The reader open rate averaged 16.7% and the click-through averaged 10.8%. The highest number of click throughs registered as the Camping Getaway (27.7%), Art and Wine Festival (10%), Riverfront Festival (8%).

Requested Action: Approval of additional ad to close out hurricane grant (Sherman Travel)Motion:Second:Passed

Requested Action: Approval of CityScope Magazine - \$1,9950 plus \$273.Motion:Second:Passed

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

	Web Master - For the month of March we had 34,721 website visitors. 49.7% we marketing efforts. 30% was from organic SEO efforts. Top visitors werre from Atlanta, Orlando, Tallahassee, Nashville, E Dallas. 122 newsletter signups, 163 requests for places to stay ar	Birmingham, Charlotte, and
	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 - Totals for visitors in March: Apalachicola – 2,343; Eastpoint - 440; SGI - 1,282; Carrabelle - 348	Lane 3: Total 4,413
	Administrative Items: Visit Florida Grant: Update regarding status of grant.	Solomon
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 revise contract to be the same as prior Administrator's contract Motion: Robinson Second: Christie	
	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 tenative 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

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

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