

Franklin County Tourist Development Council Board Meeting
TDC Office Meeting Room
Agenda
Wednesday, February 14th, 2:00 P.M.

Draft Minutes

Attendance: Commissioner Ricky Jones – Chair, Buck Bolton – TDC Board, Mayor Brenda Lapaz – City of Carrabelle, Donna Duncan - City of Apalachicola, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, Janalyn Dowden – TDC Board, Clark Klinkenberg – Carrabelle Chamber of Commerce John Solomon – TDC Administrator, Kathy Robinson- TDC Board.

Absent: Rex Pennycuff – TDC Board , Deborah Davis – TDC Finance Director

Vendors: Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup

Visitors: Steve Allen – Carrabelle Lighthouse Museum

1. Welcome/Call to Order Commissioner Jones
2. Prayer and Pledge of Allegiance Commissioner Jones
3. Quorum Announcement Solomon
4. Approval of the Minutes of January 10th, 2024 Action Item
Solomon
Motion: Robinson Second: Dowden Unanimous
5. Public Comments – **Steve Allen**
Culture Crawl March 16th. 24th of March new events.
6. Administrative Reports: Solomon
 - FCTDC Collections Report – See Report
New Form, Visit Florida Numbers – We are ahead of others in State.
 - Expenditures to Budget – See Report Solomon
7. Promotions Reports Clark
 - Bay Media - See Report
 - Ad Buys Request: Clark
 - Mid-month confirmation – Print/Digital *New Orleans Magazine*, March 2024.
Full page ad/digital: \$ 3,534.10
 - Mid-month confirmation – *Saltwater Guide*: semi-annual. ½ page \$ 6,820
 - Digital: *Fido Friendly Magazine* – Annual Digital banner placement: \$ 2,508**Motion: LaPaz Second: Robinson Unanimous**
- Web Master Report - See Report Kendrick
- FCTV Report - See Report Solomon
Visit Florida came down and film a 60 second video of Franklin County,
And gifted what they did to TDC. Royce is also working on advertisement video.
- Visitor Numbers – See Report Solomon
Increase in month of January in all Visitor Centers. Mostly northern folks
- Administrative Items Solomon

8. Continuing Business: None

9. New Business:

- a. Approve reimbursement of \$140,000 spent to assist with Carrabelle Beach Park Renovations

Solomon/ Jones

Motion: Clark

Second:

LaPaz

Unanimous

10. Reports by Local Government Representatives:

A. City of Apalachicola: None

Mayor Ash

B. City of Carrabelle:

Mayor LaPaz

March 8th Ribbon Cutting for Veteran's Park in Carrabelle

March 9th Camp Gordon Johnston – Parade and Car Show

Get Well card sent to Rex

C. Franklin County:

Comm. Jones

Would like to have TDC Board Meetings Quarterly. Next month's agenda.

11. Reports from Member Organizations

12. Board Comments - None

Meeting Announcements: TDC Board Meeting Wednesday, March 13th, 2024 at 2:00 pm at TDC Office meeting room

Meeting adjourned at 2:30 pm