

Franklin County Tourist Development Council Board Meeting  
TDC Office Meeting Room  
Draft Minutes  
Wednesday, January 10th, 2024 - 2:00 P.M.

**Attendance:** Commissioner Ricky Jones – Chair, Buck Bolton – TDC Board, Mayor Brenda Lapaz – City of Carrabelle, Adrea Pendleton – Apalachicola Bay Chamber of Commerce, Janalyn Dowden – TDC Board, Clark Klinkenberg – Carrabelle Chamber of Commerce John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.

**Absent:** Mayor Brenda Ash - City of Apalachicola, Rex Pennycuff – TDC Board , Kathy Robinson- TDC Board,

**Vendors:** Royce Rostad – FCTV, Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup

**Visitors:** Amy Hodson - Saint George Lighthouse Association; Tamara Allen – Carrabelle History 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 October 11th **Action Item**  
Davis  
**Motion: LaPaz Second: Bolton Unanimous**
5. Public Comments - None
6. Administrative Reports: Davis/Solomon
  1. FCTDC Collections Report – See Report  
- **Suggestion to adjust Collections Report to show only the most recent 10 years, and to archive the previous years.**
  2. Expenditures to Budget – See Report Davis
7. Promotions Reports Clark
  - Bay Media - See Report
  - **Ad Buys Request:**  
Florida Sport Fishing: Print/Digital March/April 2024 \$ 3,703.86  
Nashville Magazine: Print/Digital March 2024 \$ 3,284  
Atlanta Magazine: Print (VF Coop) Full Page March 2024 \$ 6,070.50  
Undiscovered Florida/Smithsonian Magazine: Print/Digital/Email/ Banner (VF Coop) \$ 12,420.30  
Southern Living: March 2024, Print/Digital \$ 9,585.12  
Spring Travel Planner: April 2024, Print/Digital \$ 11,149.20

**Motion: Dowden Second: Bolton Unanimous**

  - Web Master Report - See Report Kendrick
  - FCTV Report - See Report Rolstad
  - Visitor Numbers – See Report Solomon
  - Administrative Items Solomon

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8. Continuing Business: None

9. New Business:

a. Review County Spending Plan

**Solomon/ Jones**

Comments and Questions regarding the Spending Plan: Law Enforcement in Budget is to address changes made by new Legislative Requirements. Comments regarding the good work that Erin Griffin did. Comments from Amy Hodson, regarding administrative projects.

**Motion: LaPaz**

**Second:**

**Pendleton**

**Unanimous**

b. Request to Purchase "Owl" Zoom Camera System for TDC Meetings,

**Motion: Bolton**

**Second: Pendleton**

**Unanimous**

10. Reports by Local Government Representatives:

A. City of Apalachicola: None

**Mayor Ash**

B. City of Carrabelle:

**Mayor LaPaz**

A new crosswalk with light at Carrabelle Beach, and event for Carrabelle Lighthouse on February 3<sup>rd</sup>.

C. Franklin County:

**Comm. Jones**

Presentation of new County Logo for the County Line Signs.

11. Reports from Member Organizations

A. Carrabelle History Museum – Tamara Allen

Thanks for helping with the Elevator (Wheelchair Lift), Comment regarding Speaker on Dog Island.

B. SG Lighthouse Association – Shrimp-Fest scheduled for February 10<sup>th</sup>, and Brewfest scheduled for April 20<sup>th</sup>

12. Board Comments - None

**Meeting Announcements: TDC Board Meeting Wednesday, February 14th , 2023 at 2:00 pm at TDC Office meeting room**

**Meeting adjourned at 3:15 pm**