Franklin County Tourist Development Council Board Meeting Minutes TDC Office Meeting Room Wednesday, August 14th, 2:00 P.M. Amended – 10/28/24

1. Attendance: Commissioner Ricky Jones – Chair, Janalyn Dowden – TDC Board, Sebrina Brown – City of Carrabelle, Amy Hodson – TDC Board, : Buck Bolden – TDC Board, Donnie Gay – TDC Board, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director. 2. Absent , Mayor Brenda Ash - City of Apalachicola, Kathy Robinson, Rex Pennycuff, Royce Rolstad -FCTV 3. Vendors: Cindy Clark – Bay Media, Tana Kendrick – 2K Webgroup. 4. Visitors: Tamara Allen, Carrabelle History Museum, Caty Greene – AAHS- Raney House, Tami-Ray Hutchinson – H'COLA, Caroline Ilardi – Salty Barkers, Dan Rosier – Carrabelle History Museum 5. Zoom Visitors Online: None 6. Welcome/Call to Order **Commissioner Jones** 7. Prayer and Pledge of Allegiance 8. Quorum Announcement Solomon 9. Approval of the Minutes of June 12th^h Action Item Motion: Brown Second: Dowden Unanimous 10. Public Comments: None 11. Administrative Reports Solomon/Davis FCTDC Collections Report (See report) Expenditures to Budget (See report) **Promotions Reports** • Bay Media (See Report) Clark MID MONTH CONFIRMATION (2023-24 budget) Mid-month confirmation - Good Housekeeping/Women's Day Magazine \$2718.90 AD BUY REQUEST (2023-24 budget) Motion: Dowden Second: Gay Unanimous Weather Sites Network - VF Digital Fall Display on www.weather.com , www.weatherbug.com and www.accuweather.com . 384,000 impr. \$4275 • Visit Florida Remarketing Campaign - Digital Display 714,000 impr. \$4270 AD BUY REQUEST (2024-25 budget) Motion: Dowden Second: Hodson Unanimous • 2025 Visit Florida Vacation Guide - 1/2 page - \$12,064.62 • Tallahassee Magazine - November/December and March/April 2025 issue - Full page plus editorial content plus digital: \$6874.20 • Emerald Coast Magazine - December/January 2024 and April/May 2025 issue - Full page plus editorial content and digital: \$7327.92 2025 Waterway Guide - Double page editorial plus newsletter content (4) and digital: \$8983.20 • Saltwater Fishing Guide - Jan-June 2025 - 1/2 page - \$6270

Zoom Meeting ID: https://us06web.zoom.us/j/89352992501

Franklin County Tourist Development Council Board Meeting Minutes TDC Office Meeting Room Wednesday, August 14th, 2:00 P.M. Amended – 10/28/24

 Origins Magazine - Fall issumed Motion: Bolden 	ue - Full page ad and plus full p Second: Gay	page of editorial \$10,032 Unanimous
 Web Master Report (See Report) FCTV Report (See Report) Visitor Numbers (See Report) 		Kendrick Rolstad Solomon
Administrative Items: New	v business	Solomon
 A. Grant Committee Recommendations- Amy Hodson recused herself Motion: Gay Second: Bolden Unanimous 		
B. Funding Request from County for Repairs of SGI Fishing Pier		
Motion: Gay	Second: Bolden	Unanimous
Reports by Local Government Representatives:		
 A. City of Apalachicola: None B. City of Carrabelle: None C. Franklin County: None 7. Reports from Member Organizations Tamara Allen – Museum Day October 5 th – Theme Shells and Shards 8. Board Comments –		
Amy Hodson – Repairs at the LH Museum		
Meeting Announcements:		

Next TDC Board Meetings: September 11, 2024

Meeting Adjourned 2:34 pm

Zoom Meeting ID: https://us06web.zoom.us/j/89352992501