

Franklin County Tourist Development Council Board Meeting Minutes
TDC Office Meeting Room Wednesday, June 12th, 2:00 P.M.

Attendance: Commissioner Ricky Jones – Chair, Janalyn Dowden – TDC Board, Clark Klinkenberg – Carrabelle Chamber, Mayor Brenda Ash – City of Apalachicola, Kathy Robinson – TDC Board Member, Sebrina Brown – City of Carrabelle, John Solomon – TDC Administrator, Deborah Davis – TDC Finance Director.

Absent: Buck Bolton – TDC Board, Adrea Pendleton – Apalachicola Chamber.

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

Visitors: Tamara Allen, Carrabelle History Museum, Mishelle McPherson

Zoom Visitors Online: Carson Dennis, Donnie Gay, Krista Miller, Amy Hodson, David Adlerstein, Bo Wallace

1. Welcome/Call to Order **Commissioner Jones**
2. Prayer and Pledge of Allegiance
3. Quorum Announcement **Solomon**
4. Approval of the Minutes of April 10th **Action Item**
Motion: Robinson **Second: Klinkenberg** **Unanimous**
Davis

5. Public Comments: **None**
6. Administrative Reports **Solomon/Davis**
 - FCTDC Collections Report (See report)
 - Expenditures to Budget (See report)

Promotions Report

- Bay Media (See Report) **Clark**
 - Late Summer and Fall Ad Buy Request:**
 - *ROVA Magazine* (print) August/September – top fishing destinations, RV Magazine Full page \$5,130
 - The Next 3 – ads are Visit Florida Coop Advertising**
 - *Florida is for Foodies* – October Print and digital inserted into *Food Network Magazine*; *The Pioneer Woman Magazine* - \$13, 811.10
 - *Chicago Magazine* – November, Digital and Print. Full page - \$ 7,780.50
 - *Texas Monthly* – November, Digital and Print. Half page - \$9,671.76
- Motion: Robinson** **Second: Klinkenberg** **Unanimous**

Marketing Materials:

- Crooked River Lighthouse Fresnel Lens Rack Cards – 10,000: 4x9 Rack Cards \$ 996
- Motion: Ash** **Second: Brown** **Unanimous**
- Turtle Rack Cars – Request by ANERR to update originally printed by IFAS - 20,000 4 x 9 Rack Cards \$ 1,406.
- Motion: Robinson** **Second: Ash** **Unanimous**

- Web Master Report (See Report) **Kendrick**
- FCTV Report (See Report) **Rolstad**
- Visitor Numbers (See Report) **Solomon**

- Administrative Items: **Solomon**

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

Meeting ID: 893 5299 2501

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New business

- A. RAO Visit Florida Co-Op Video Program

Motion: Ash Second: Brown Unanimous

- B. Draft Budget Approval

Motion: Ash Second: Brown Unanimous

- C. Draft Grants Applications & Time Frame Approval

Motion: Ash Second: Brown Unanimous

- D. Request to Print Carrabelle Light House Brochures
- E. B.A.S.S. Redfish Tournament (Promotional)
- F. VISIT FLORIDA GC24 Sponsorship (Mid-Month)
- G. Museum infrastructure Grant Request for SGI Lighthouse Repairs
- H. Beach Park Facilities Funding Request

7. Reports by Local Government Representatives:

- A. City of Apalachicola:
- B. City of Carrabelle:
- C. Franklin County:

8. Reports from Member Organizations

9. Board Comments

Meeting Announcements:

**Next TDC Board Meetings: August 14, 2024 – 1:30 pm Grant Meeting
August 14, 2024 – 2:00 pm TDC Board Meeting
Location at the FCTDC Office, 731 US Hwy. 98, Eastpoint, FL**

Meeting Adjourned 3:07 pm