

Santa Rosa County Tourist Development Office

South End Committee

April 5, 2016

8:30 a.m.

Board Members

Liz Horton

Norm Crowder

Attendees

TJ Goulet

Gail Acosta

Chanda Ryan

Charlene Mauro

Mary Peterzen

Attendees

Julie Morgan

Nicole Dees

Brenda Stokes

Dave Barnette

Al Wilson

8:30 a.m. Sign-In Confirmation of a Quorum – We have a Quorum

Additional Agenda Items –

Approval of March 1, 2016 Minutes

TJ Motions to approve, Norm Crowder second, motion passed.

Myrtle the Turtle update – Julie Morgan

Julie Morgan reports that our Ad. agency provided the design for the turtle art and that the concrete base is still being worked on. Liz Horton ask how are we marketing Myrtle the turtle. Morgan reports that the turtle has a [#myrtletheturtle](#), [#floridasplayground](#). The second turtle is on the way. Charlene Mauro recommends sponsorships and logos. Morgan reports it is not going to be as mobile as we would like, due to the concrete pad. TJ Goulet states a marketing opportunity on the Facebook page and an Instagram account, to add the #myrtle the turtle photos on Floridasplayground.com.

Florida Sports Foundation – Julie Morgan

The New guide is out and we have 4 full pages in the guide. The Agriplex was also funded.

Bagdad Mill Site- Julie Morgan

The grand opening is on May 16, 2016. There will be an email invitation sent out to everyone to attend.

Navarre Beach Independence Day Fireworks Proposal- Julie Morgan

We have reserved the Black Skimmer Pavilion, and the fireworks proposal is in the amount of \$13,800.00. Julie Morgan has asked the Chamber Foundation if they would assist in coordination of the Fireworks. It would be \$13,800.00 plus and extra \$1,000.00 to the Chamber Foundation for them to

administer the show and hire off duty police officers for security. Security will ensure trash clean-up, control traffic, etc. Motion Norm Crowder, TJ Goulet Second, Motion passed.

Navarre Beach HD Zoom/Live Skyline Cam Direct Feed Service Contract Renewal - Discussion

Our contract will expire in a few weeks (April 23), and Mr. Wilder has updated his contract. The rates have risen to \$12000 per year; \$6,000 for six months. Morgan does not recommend resigning the webcam contract. Dave Barnette reports the data from Aug to Dec. 2015. The Beach cam only contributed 2.5% of the website traffic. Actual numbers of hits are under 4,000 in total. TJ Goulet reports that he has seen the stats on Kenny Wilder's website, and they are higher than what was reported. There is a way to work with Kenny to get more traffic to Floridasplayground.com; link for free, advertising, etc. Brenda Stokes suggests the Navarre Beach Pier cam as a backup. Morgan reports she will check into the pier cam and Mr. Wilder cam marketing options. Liz Horton states to not renew the contract and look into other options, motion. Norm Crowder second. Motion passed.

DSBP Update – Dave Barnette

Pandora has been performing very well for Tough Mudder and Homeschool Spring break. Mr. Barnette request that if any of the committee members see or hear of any homeschoolers in the area, let us know.

RUF-Prism Cluster Study – Update – Dave Barnette

We funded a study of our visitor profile that relied on bed tax collectors agreeing to the study and allowing the third party research firm to work with them on their data. We didn't have participation, so we will not be able to do that study this time around. Liz Horton explained why her company opted not to do the study. Her company could give zip codes, but they were asking for what Resort Quest considers proprietary information such as name, address, etc. which they could not give. Certain information which could be given didn't meet with what they wanted. Mr. Barnette said it is helpful to know what the objection was.

Brochure Re-design – Dave Barnette

Barnette reports we have decided to go with a magazine sized, 40 page book because that gives us opportunity to do things we haven't been able to do in the vacation guide. Out of that 40 page book will be about 6 pages of listings which gives us 32 pages to work with inside. The table of contents will be at a glance, an overview of the county and not just a table of contents. There are 6 pages on Navarre Beach, and equal length on Milton and also on the Blackwater State Forrest. There will be shorter pieces on fishing, sports tourism, canoeing and kayaking, and RVing. There will also be pieces on Birds and Boomers for the retiree demographic and Homeschoolers. Also a two page spread on accommodations overview and inspiration to show high point of variety of types of accommodations available. Eco-tourism, Agri-tourism and the Agriplex will be a part of it as well. TJ Goulet asked if there was a reason why there is not a Golf Santa Rosa County, or a Golf Page. Goulet suggested having two full pages on Golf Santa Rosa County. Liz Horton states Navarre Beach brings in much more tax dollars than any other area in Santa Rosa County. Navarre has 6 pages, yet Historic Milton, Blackwater State Forest together has 12 pages together, are we well represented in the amount of bed tax we generate? Barnette explains the thought process on how we are working on making Santa Rosa County, Florida's Playground different than the other neighboring counties. TJ Goulet states that the bed tax breakdown

is 70/30, with Navarre Beach bringing in the 70%. Horton would like to see 70 percent of our advertising and TDC dollars go to funding Navarre Beach and 30 percent go to Milton.

Tough Mudder - Update

Liz Horton reports she still has 1 reservation for Tough Mudder. Nicole Dees gives a report on the Promotional tent. Liz Horton gives info on the Tough Mudder Juana's pre-party. Liz Horton will be going to the Juana's Pre-party to check it out.

RUF – Prism Cluster Study - Update

TJ Goulet suggests that a prepaid comment card to gather data on guest, we can put it in guest accommodations, RV parks, attractions etc. Liz Horton reports that the reason it was turned down to do the study. Resort Quest can give zip codes, but they cannot give out names and addresses.

Lodging Tax Update – Nicole Dees

We are up 13.79% and the bed tax total is \$93,197.32.

Request South End - None

North End Request - None

Other Business:

Budget Review –

Liz Horton reports that Julie Morgan was very conservative with the funds. It was very cut and dry. Norm Crowder states that it went very well. Crowder states the capital expenditures regarding things like rebuilding a butterfly house, and beautification projects on hwy. 98. TJ Goulet asked; what is the plan on a new Navarre Beach Bridge. TJ would like see a long term infrastructure plan.

Navarre Beach Marine Park/Organizations

Charlene Mauro reports about rack cards that say the Marine Park is open dawn till dusk. There is confusion from tourists on the marine park, and the science station and turtle center. Mauro states she would recommend that all the organizations come under one roof. TJ Goulet asked why the Turtle Center cannot be open now, and charge \$5.00 per person. Brenda Stokes states that a lot of county money was put into the center, where is the accountability on servicing the tourist that are here now that want to see it. The displays are done, and gift shop is done. Norm Crowder suggests that Nicole Dees send out a email to all the bed tax collectors stating the Science Station, unless they have a special event, is not open to the public. Nicole states there is a rack card that states the marine science station is a class room, the turtle center is a future display and the reefs are open and bring your own gear to snorkel. The rack card also states the park is open from dawn till dusk.

Liz Horton motioned to adjourn; TJ seconded. Meeting ended at 10:21