

TDC Board of Directors
April 7, 2016
Santa Rosa County Administrative Complex
Milton, Florida

Board members Present:

Vernon Compton, Chairman
Kyle Holley
Jack Sanborn
Alan Lowery
Norm Crowder
Liz Horton

Attendees:

Dave Barnette
Don Davis
Nicole Dees
Debbie Peaden
Bob Miller
Gale Thames
Julie Morgan
Al Wilson
Amanda Pierce

The meeting was called to order by Compton at 8:30 a.m..

First on the agenda was the approval of the March 3, 2016 minutes.

Horton moved approval of the March 3, 2016 minutes. Lowery seconded, and the motion passed unanimously.

DSBP Update- Meridith South/ Don Davis

Davis and Barnette (DSBP) made a power point presentation to the board.

Brochure Re-design –Meridith South/ Don Davis

Morgan asked if there is anything else the TDC wants to add to the vacation guide. Sanborn said he wants the board to have input along the way. Morgan said there will be opportunity for further input from the board.

Crowder asked what the next step is for the vacation guide. Barnette said he will have to look at the timeline. He said each step will be presented to the board.

Morgan said the brochure will go to print in December 2016 or January 2017.

Navarre Beach Independence Day Fireworks Proposal

Morgan said the proposed cost is \$13,800.00. She said she does not have a proposal from the Navarre Beach Area Chamber Foundation to plan the event. Morgan said this will be discussed at the next Navarre Beach Area Chamber Foundation meeting. She said the cost is figured into the budget.

Holley moved approval to recommend the expenditure. Sanborn seconded, and the motion passed unanimously.

RFP (Request For Proposals)– AD AGENCY Contract – Information Only

Morgan said the current contract is not up for renewal. She said she will be designing the RFP in the next few weeks.

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

Morgan said the current contract with Kenny Wilder expires on April 23rd. She said the fee is \$3,000.00 to have a direct feed on the website. Morgan said in 2016, the total visit count for the website was 115,660. She said there are currently 2 webcams. Morgan said there were 753 hits on the Skyline feed and 1,772 on the Navarre Beach feed. She said the new proposal is 6 months for \$6,000.00. Morgan said there can be a link to the camera on the website for free. She said both of the committees voted to not renew the contract. She said she does not feel the numbers are justifying the cost.

Horton moved approval to not renew the contract and instead place a link on the website. Crowder seconded, and the motion passed unanimously.

TDC Budget FY 2016/17

Morgan said TDC building maintenance was added into the budget. She said her suggested amount to budget for an ad agency contract is \$650,000.00. Morgan said the \$780,000.00 in the budget for advertising includes the ad agency contract, Beaches to Woodlands, farm trips, special events and the photo shoot. She discussed details of the budget.

Compton asked Morgan if the advertising agency budget should be increased to \$700,000.00 - \$800,000.00 to compensate for the BP funds. Sanborn said if the advertising budget is increased, he is in favor of it being in Morgan's portion of the budget so she can apply the funds at her discretion.

Morgan said the line item #5340076, for the Milton Bagdad Connector and sidewalk improvements, will be moved from Operating Expenses to the Capital Expenditure Plan. There was discussion regarding the Capital Expenditure Plan and how the budget for the Bagdad Connector and the Milton Riverwalk is projected, documented, and how the money will be accumulated.

Holley said if the recommendation is to keep the debt service at the same level then he concurs with Crowder and others that the advertising expenditure should be increased beyond the \$650,000.00 recommended by staff. He said he appreciates staff being conservative but now is not the time to lose market share. Compton said that Morgan already has money set aside for in-house marketing.

Morgan said she has used other funds for things such as the acquisition and painting of the turtle, improvements at the Visitors Center and most recently to purchase additional advertisements.

Horton said currently Morgan has \$85,000.00 at her discretion.

There was further discussion regarding increases in revenue, which will increase the budget.

Crowder moved approval to add \$50,000.00 be added to the budget for the ad agency and \$20,000.00 added to in-house marketing that is to be used at Morgan's discretion for total of \$850,000.00 for the entire advertising budget. Holley seconded, and the motion passed unanimously.

Morgan said the additional \$20,000.00 for in-house marketing will be split 50/50 between marketing and advertising.

Holley asked if there is enough in the budget for repair and maintenance of the TDC building. Sanborn said in the past the County maintained the Visitors Center and this is now being shifted to the TDC. Horton said it is the TDC's Visitor Center. Crowder said he feels this request is appropriate.

Holley moved approval of the TDC Board's endorsement of the draft budget. Crowder seconded, and the motion passed unanimously.

Tough Mudder - Update – Julie Morgan

Morgan said the promotional booth at the Tough Mudder event is covered both days by committee members and volunteers. She discussed give-a-ways for Navarre Beach Condos, Adventures Unlimited, and Hidden Creek Golf Club. Morgan said there is a pre-party at Juana's with free appetizers and discounts for event participants. She said the band "Voodoo Gumbo" will be performing on Saturday and have been heavily advertised by the City of Milton. Sanborn said there will also be Bands on the Blackwater and Scratch Ankle on Friday.

Horton asked if Tough Mudder personnel will be at the pre-event party. Morgan said that the contract is vague with regard to this and her main concern is to ensure that Tough Mudder is meeting their contract. Morgan said she will be at Juana's to assess the situation.

Morgan said staff sent information regarding Tough Mudder events to all the lodging facilities in Santa Rosa County.

Sanborn asked about registration participation. Morgan said a week ago, registration was approximately 5,000 participants but according to Tough Mudder it will increase the last week, and the day of the event.

Holley said the contractor has been on site for about 30 days building the obstacles. He said a couple of changes have occurred to help with traffic and parking. Holley said Tough Mudder's advertising agency is bringing drones and he hopes that there can be some sort of shared use of the images.

Agriplex Update – Kyle Holley

Holley said \$643,000.00 will come to the County Fair Association from the state to improve county property. He said about 75% of the 25 acre area to be improved, will be festival grounds. Holley said the improvements will be underground utilities and livestock barns. He said water management permits have already been procured for the clearing of the rest of the 25 acres, and construction of some of the lowest impact amenities. Holley said it will be recommended that these funds be broken down into small portions verses bidding the entire project at once.

Compton asked if there is a timeline associated with this project. Holley said he will go to other counties who have utilized these funds to see how this works.

Sanborn asked if Pensacola Fairgrounds received state funds. Holley said he does not know.

Lodging Tax Update- Julie Morgan

Morgan said February showed a 14% increase in collection of lodging taxes. She said there is a steady increase year after year. Morgan said this is a team effort.

Horton said this is substantially less than the previous 2 years. Compton said a lot of this may be driven by weather. He said there were 2 rainy weekends in February. Horton said her numbers in February were consistent from last year.

Sanborn said this difference could have been driven by Tough Mudder's "build up" crew staying in local facilities in the month of February last year.

There was discussion about having a roundtable of bed tax collectors to discuss fluctuation in numbers.

RFQ- Strategic Planning Proposal - Submittals

Morgan said there were 2 RFQ submittals. She discussed details of the proposals. Morgan said the proposals were \$16,400.00 and \$16,000.00. She said she is looking for direction of which proposal to send to the Board of Commissioners. Morgan said this board can take more time to review these proposals. Morgan said both of these proposals

are good. She said they both have benefits. After discussion, Morgan said she will contact the references for both proposals and report back next month.

North End requests:

Compton discussed the history of the Riverwalk Park project. He said the City of Milton asked the TDC for a portion of the 3rd and 4th cent to go to the Riverwalk Park, and the Milton/Bagdad bicycle pedestrian infrastructure project.

Compton said if the property is sold, all funds will come back to the TDC for further improvements. Lowery said the City of Milton does not expect this to be sold.

Holley said he wants to get these types of projects so funding can go to advertising.

Morgan said the total payments come out to \$33,960.00 for the year. She said there is enough money in the budget for this expense. Compton said as the bed taxes increase he would like to see the City of Milton receive an increase.

Sanborn said he would like to make sure good signage is in place for the trail heads. He said the sign in Holt, to direct people to the Blackwater State headquarters, has been destroyed. Morgan said this sign needs to be replaced.

Holley moved approval to recommend the Board of Commissioners satisfy the City of Milton's request with a portion of the 3rd cent and that portion of the 4th cent in only the northend collections, as pledged continuing support for City of Milton's priority projects in tourism. Sanborn seconded, and the motion passed unanimously.

Morgan asked if the intent is to change the line item. Compton said it will be half of a 3rd cent, of the northend collection and a quarter of the 4th cent. He said he would suggest using last year as a template.

TDC Continuing Support of Milton Riverwalk Park/Milton Bagdad Connector

Compton discussed portions of the project that have already been completed. He said this request is closing the gaps in the trail.

Holley moved approval to recommend continuation of funding for the Milton Riverwalk Park/Milton Bagdad Connector project at the current rate. Lowery seconded, and the motion passed unanimously.

South End requests-- None

Director's Report – Julie Morgan

Morgan discussed the turtle that was ordered for marketing. She said the turtle will be at the I10 Visitor's Center within the next two weeks. Morgan said this will promote the Santa Rosa County through social media. She said the second turtle has been ordered and is on its way to the artist.

Morgan discussed the Florida Sports Directory and Sports Facilities Guide. She said Santa Rosa County has a 4 page ad in this guide.

Morgan said the FAQ/shell guide beach re-nourishment cards have been distributed to lodging facilities.

Morgan said the Discover Historic Downtown Milton brochure has been printed and distributed.

Morgan said the board will be receiving quarterly reports about all of the shows that staff has attended.

Crowder asked if the board can receive a quarterly report of what recommendations from this board that the Board of Commissioners approves, and what is actually paid out. Morgan said yes.

Morgan said the beach re-nourishment equipment will be mobilized by April 10th or 11th. She said the contractor plans to be on schedule. Morgan said the project will begin on the east end of the beach. Holley asked if there was additional money from the state. Morgan said she believes there was.