



Santa Rosa County Tourist Development Office

8543 Navarre Parkway
Navarre, Florida 32566

Board of Directors
Wednesday, April 15 2015 – 8:00 a.m.
Economic Development Office
6491 Caroline St. Suite 4

BOARD MEMBERS

Mike Loera
Vernon Compton
Alan Lowery

Jack Sanborn
Laurie Gallup
Kyle Holley

ATTENDEES

Julie Morgan
Kenny Wilder
Wendell Hall
Don Davis

Shannon Ogletree
Robert Johnson
Meridith South
Susan Poggione

8:00 a.m. **Sign –In Confirmation of a Quorum**-Mike Loera opened the Meeting at 8:05

Additional Agenda items-

Mike Loera added that Sheriff Hall to talk about beach security Signs on the Blackwater Forest, RESTORE meeting.

Approval of the March 18, 2015 Minutes-change gulf to county

Laurie Gallup motioned to approve with changes. Jack Sanborn seconded

Security on the Beach- Captain Bob Johnson said that he would see about getting the inmates to clean up the Graffiti. He said the way to make it a secure park, would take more cameras throughout the area, and to charge a fee to pay for them. He asked to e-mail your concerns to him. Jack wanted to know about the security on Iron Bridge. They will check on it. Julie Morgan will check on security camera Ed Benson will be a contact.

Beach Camera- Kenny Wilder gave an informational explanation of the beach camera. He it would be an extra \$200 per month for a direct link for DSBandP. There would be a discount if paid up front. Kyle Holley motioned to approve the beach camera for \$500 p/m and \$200 p/m for direct feed for 6 months or more at Julie's discretion. Laurie seconded the motion. Motion passed.

Report and Update – DSBP Advertising- Meridith passed out insider guides to preview. Meridith South showed the preview of the new website. The Guide will coincide with the website. Julie said to email any concerns to Meridith. The website will go live on May 17th. Meridith passed out the quarterly report.

Lodging Tax update – Julie Morgan reported on the Lodging Tax Report including a new column for the 1%. With the 1% Increase, we are up 49.49% for February, and 20% with the 1% deducted.

RESTORE update

Julie Morgan spoke of the TDC request for extra members on the RESTORE committee. Shannon Ogletree said he spoke to Commissioner Lynchard and he feels that the scoring committee is good. Laurie Gallup said "that as citizens we need to go

back to the state, because these people are all with the state". Shannon came back after talking to Commissioner Lynchard and said we could add 3 more to the scoring committee. They will be Laurie Gallup, Kyle Holley, and Jack Sanborn. Julie passed out a fact sheet on Tourism 2015. She has been asked to be on a committee on Pensacola International Airport on how to get more tourists. What are our biggest challenges? Meridith said that is why we need zip codes. Shannon is going to call Debbie Peaden to inquire to the Department of Revenue to see how many rooms we have.

North End Requests-North End Committee would like to recommend to the TDC to work with the Blackwater State Forest on the CSX crossing. Susan will ask David Creamer to come to the North End Meeting.

South End Requests- South End Committee recommended to the TDC Board to enforce Code on signs and create a new sign policy. Shannon Ogletree said that he Has talked to Tony Gomillion. He said that most of those needed to be there, but they do sweeps and remove illegal signs. Shannon suggests a letter from the TDC to the Director of Public services enforce the sign ordinances.

Other Business:

Jack Sanborn reported that David Creamer has ordered the sign, but would like the TDC to pay for them. Julie Morgan said the sign company should invoice the TDC for payment.

Vernon Compton that the NE recommended that the TDC should not to be become Involved with the Highway 90 controversy.

Kyle Holley said that Tough Mudder reported that 4,180 rooms were rented.

Michael Loera commented that the billboards really look bad. Meridith said that the bill boards should be taken down, and consider new in the future.

Shannon Ogletree said that the \$80,000 for Sand Sculpting was approved at the last TDC Board meeting. The whole \$80,000 request will be taken to the next County Commission Meeting.

Meeting was adjourned