

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS MEETING**

February 18, 2015

Economic Development Office

Board Members

Kyle Holley Jack Sanborn
Mike Loera
Vernon Compton
Alan Lowery

Attendees

Shannon Ogletree Meridith South
Rob Williamson Gale Thames
Susan Poggione Adrienne Sams
Sheila Harris Jayne Bell
Julie Morgan

Call Meeting to order: Mike Loera called the meeting to order at 8:05

Additions to the Agenda Policy, procedures, and Grant Application. Shannon Ogletree went over the tentative Procedures for Grant Applications. Event organizers need to keep track of data and visitors. Rob Williamson said we need to define our goals. Kyle Holley said we need a schedule for investment. The Board will come back with recommendations next month. Kyle Holley motioned to have a planning meeting to develop a schedule of investment for a benchmark. Jack Sanborn seconded. Motion passed.

Tough Mudder grant request for \$102,000-We allocated \$4,000 for security, but we were not allowed to pay with county funds. We will pay them \$4,000 for a post event economic study report. We gave them \$20,000 and will get \$10,000 back from Florida Sports Association. Jack Sanborn motioned to reallocate the \$4,000 to the agency for advertising, if Tough Mudder provided them with zip codes. Mike Loera seconded. Kyle Holley abstained. Mike Loera motioned to purchase a sign to put up on the road up to \$1000, Jack Sanborn seconded. Motion passed. This would be included in the \$4000.

Minutes of January 21. Vernon Compton said to change the Fenner Ride sentence. Vernon Compton motioned to approve the minutes with that change. Jack Sanborn seconded. Minutes were approved.

DSBP Update –Meridith South showed the preview of the web page. They will be sending it out before the next board meeting. She went over the analytics. They are still waiting on the County approval for the Playground Trail signs. The Beach Camera was discussed. It was questioned about imbedding in on our website. This will be put on the agenda at the next meeting.

North End –Santa Rosa Arts and Culture Foundation sponsorship for \$4,000. Jack Sanborn motioned to approve, Vernon Compton seconded. Motion passes, Rob Williamson opposed.

Visit Florida grant for Historic Milton Brochures for \$10,000 (Visit Florida matches 50%)

Vernon Compton talked about the lecture series on February 28, Pirates on the River.

South End Requests-

Fireworks for the 4th of July , \$13,400, to be split 75/25 with the TDO paying \$10,050, and the 4th District Parks and Recreation Fund to pay \$3,350. Commissioner Williamson's business sponsored the reservation for the Black Skimmer Pavilion. Rob Williamson made a motion to designate the Chamber Foundation to coordinate the fireworks. Kyle Holley seconded. Motion passes.

Public Beach Wheelchairs-Kyle Holley motioned to approve \$3200, Vernon Compton seconded. Motion was approved.

Run for the Reef request for \$500- Kyle Holley motioned to approve, Rob Williamson seconded. Motion passes.