

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS MEETING
AUGUST 20, 2014
NAVARRE VISITOR CENTER**

Board Members

Dewitt Nobles Kyle Holley
Jack Sanborn Mike Loera
Vernon Compton Laurie Gallup

Attendees

Meridith South Don Davis
James Broxson Mary Peterzen
Nancy Sandler Romi White
Karen Harrell Brenda Stokes
Shannon Ogletree Randy Jorgenson
Susan Poggione

Mike Loera called the meeting to order at 3:03

No additions or Corrections to the agenda

Minutes of July 16, 2014-Add Nancy Sandler and Brenda Stokes to the attendees. Laurie Gallup motioned to approve the minutes with corrections. Jack Sanborn seconded. The minutes were approved.

DSB&P-Meridith South showed the tentative of Turtle rack cards. She talked about programming of the website. She talked of the different companies Mike Loera had recommended and the prices. Don Davis said that they would launch the Florida Trails kickoff Friday September 26. He would like to get media for the launch with a mockup of the sign. Meridith talked about the Sand Sculpture and souvenirs to give away.

BTW - Karen Harrell showed the tentative schedule of events. October 11 is the free fishing at the pier. Laurie wanted to add the fishing rodeo and sand sculpting to the schedule. Postcard will be sent out Labor Day weekend. Chambers are going to launch "All In Santa Rosa" to encourage members to participate.

South End Requests- Monarch Madness request for \$3,000 from the general fund. Jack Sanborn motioned to approve \$3,000. Laurie Gallup seconded. The motion passes.

North End Request

Kyle Holley presented the Florida Sports Foundation as a partner. Laurie Gallup motioned to join the Florida Sports Foundation partnership for \$1,000, Vernon Compton seconded. Motion was approved. \$1,000 for the sponsorship of the Fenner Ride on October 18, from general fund. Laurie Gallup motioned to approve, Jack Sanborn seconded. Motion passed.

Promotional Items-Kyle Holley motioned to spend \$5,000 on promotional items, Mike Loera seconded, with DSBandP getting information. Motion passes.

Financials-Shannon Ogletree presented the financials year to date. The June number showed a huge increase with 1% bed tax increase. On June 1st the bed tax went from 4% to 5%. Mike Loera would like to see the

Other Business-

Laurie Gallup would like to see about paying off the Visitor Center. Shannon Ogletree will have information at next meeting.

Landscape Architect for the median. Laurie Gallup said it is more complicated. Nancy Sandler said that the Grant the Chamber was going to ask for Median Beautification has passed. Nancy will prepare the grant for next year.

Meeting was adjourned at 4:30