

SRC Tourist Development Council

Board of Directors Meeting

Wednesday, 3:00 pm

February 15, 2012

Final

TDC

Board Members

Vernon Compton

Clayton White

Mike Loera

Jim Melvin

Dorothy Slye

Ira Mae Bruce

Attendees

Kate Wilkes

Brittany Rounds

Laurie Gallup

David Creamer

Jessi Stone

Meridith South

Marianne Knight

Bill Knight

James Ellis

Don Davis

1. CALL MEETING TO ORDER

Vernon Compton called the meeting to order at 3:00 pm.

2. ADDITIONS OR CORRECTIONS TO AGENDA

Website discussion was added to agenda.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the January 18, 2012, meeting. Dorothy Slye made a motion to approve; Mike Loera seconded; minutes were approved.

4. FINANCIALS

Kate Wilkes presented financial reports. Dorothy Slye made a motion to approve financials; Ira Mae Bruce seconded and motion passed.

5. RECREATIONAL TRAILS FUNDING PROGRAM GRANT, FEDERAL HIGHWAY ADMINISTRATION BEAR LAKE LOOP TRAIL BOARDWALK- DAVID CREAMER

Ira Mae Bruce made a motion in support of the two grants; Dorothy Slye seconded and motion passed.

6. NORTH END RECOMMENDATION

***FURTHER EXPLORATION OF A MULTI-USE TRAIL AT THE BLACKWATER RIVER STATE FORREST**

Ira Mae Bruce made a motion to further exploration; Jim Melvin seconded and motion passed.

7. SOUTH END RECOMMENDATIONS

***MOVE FORWARD WITH INVESTIGATING FEASIBILITY OF WELL & SPRINKLERS ON NAVARRE BEACH**

Ira Mae Bruce made a motion to keep looking and stay in price range of \$75,000-\$80,000; Dorothy Slye seconded and motion passed.

***BOO WEEKLY GOLF EVENT SPONSORSHIPS**

Ira Mae Bruce made a motion to commit to the corporate sponsor at \$20,000 and try to negotiate where we can focus on marketing; Jim Melvin seconded and motion passed.

***GRANT FOR RUN FOR THE REEF-MARINE SANCTUARY \$500**

***MATCH COUNTY FOR MARINE SANCTUARY FROM SE RESERVES \$25,000**

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2/15/2017

Ira Mae Bruce made a motion to approve both grants; Jim Melvin seconded and motion passed.

8. LETTER IN SUPPORT OF PEDESTRIAN OVERPASS-HIGHWAY 98

Jim Melvin suggests that the letter request two towers with elevators. He stated this will minimize the footprint and solve the ADA problem.

Dorothy Slye made a motion to write a letter in support; Ira Mae Bruce seconded and motion passed.

9. BEACHES TO WOODLANDS KAREN'S CONTRACT- BOTH NORTH AND SOUTH END COMMITTEES APPROVED

Ira Mae Bruce made a motion to approve Karen's contract; Mike Loera seconded and motion passed.

10. MDi

Meridith South and Don Davis presented updates for ongoing SEO and website work. North End approved 6 keywords recommended and Florida Fishing and Florida Canoeing as two additional. South End approved the 6 keywords but one member thought that Florida canoeing was too specific. MDi agreed to research further.

11. WEBSITE DISCUSSION

The next website committee meeting will be March 14th following the South End committee meeting.

12. OPEN FORUM

Vernon Compton would like to add to the TDC grant application, if a grant is given our link will be added to their website.

Meeting adjourned at 4:41 pm.