

SRC Tourist Development Council

Board of Directors Meeting

Wednesday, 3:00 pm

May 16, 2012

*Final*

TDC

Board Members

Vernon Compton      Jim Melvin  
Mike Loera            Kati Curle  
Jack Sanborn

Attendees

Kate Wilkes            Kyle Holley            Jessi Stone  
Meridith South        Brittany Rounds  
Laurie Gallup          Karen Harrell

**1. CALL MEETING TO ORDER**

Vernon Compton called the meeting to order at 3:04 pm.

**2. APPROVAL OF MINUTES**

The Board reviewed minutes of the April 11, 2012, meeting. Jim Melvin made a motion to approve; Kati Curle seconded; minutes were approved.

**3. FINANCIALS**

Kate Wilkes presented financial reports. Jim Melvin made a motion to approve; Mike Loera seconded; motion passed.

**4. BEACHES TO WOODLANDS – KAREN HARRELL**

Karen Harrell passed out draft of flyer for Beaches to Woodlands Tour. She also stated that June 15, 2012 will be new deadline for flyer.

**5. MDi**

Meridith South presented media tracking, Google analytics, and SEO reports. Numbers for all are up.

**6. APPROVE \$700 FOR DEBBIE PEADEN TO ATTEND FL TDC TAX ASSOCIATION CONFERENCE**

Jack Sanborn made a motion to approve \$700 for conference with a trip report to follow; Jim Melvin seconded; motion passed.

**7. MILITARY FAM TOUR- MIKE LOERA**

Mike Loera and Kate Wilkes gave an update on FAM Tour.

**8. DIRECTOR'S REPORT**

Kate Wilkes stated that marine sanctuary has started.

**9. NORTH END RECOMMENDATIONS**

Mike Loera made a motion to go out for a RFQ for advertising agency; Jack Sanborn seconded; Roll call vote; Vernon Compton voted no; Mike Loera voted yes; Jack Sanborn voted yes; Jim Melvin voted no; Kati Curle voted no; motion did not pass.

Meeting adjourned at 4:32 pm.