

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
August 15, 2012

Board Members

Vernon Compton Dorothy Slye
Mike Loera Clayton White
Ira Mae Bruce

Attendees

Kate Wilkes Jessi Stone Chris Phillips John Conner
Lark Harms James Ellis Jim Taylor Cathy Holmes
Laurie Gallup Karen Harrell Kyle Holley Michelle Tucker
Al Seddals

1. CALL MEETING TO ORDER

Vernon Compton called the meeting to order at 3:01 pm.

2. ADDITIONS OR CORRECTIONS TO AGENDA

Kate Wilkes added a grant request from the Navarre Beach Sea Turtle Conservation Center.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the June 20th, 2012 and July 10, 2012 meeting. Ira Mae Bruce made a motion to approve; Dorothy Slye seconded; minutes were approved.

4. FINANCIALS

Kate Wilkes presented financial reports and asked that \$5,000.00 from the south end reserves for beach traffic control be transferred so that the Sherriff Deputies could be paid. Ira Mae Bruce made a motion to approve; Dorothy Slye seconded; motion passed.

5. GRANTS

SOUTH END RECOMMENDATIONS-Kate Wilkes

Causeway Project-Jim Taylor

Jim Taylor from the Beach Beautification Committee gave the TDC Board an update on the progress of the causeway project. Phase I was the dunes which has been successfully completed. Phase II was the 27 islands on Gulf Beach Blvd. landscaped and benches installed. Phase III is a sprinkler system which needs to be installed to keep all the vegetation alive which they have planted. Juana's has offered to plant several large palm trees to help with the project. The county agreed to drill under the road and to move the electricity from the park to the road to help keep costs down. He asked that the TDC board set aside 80,000.00 for this project. Ira Mae Bruce made a motion to approve; Dorothy Slye seconded; motion passed.

Gulf Coast Kiln Walk

Kate Wilkes presented a grant application from the Gulf Coast Kiln Walk. Brenda Stokes, president, is asking for \$1,600.00 for the 2013 Holley "Legacy Ash" Anagama Firing. This had already been passes by the TDC South End Committee.. Dorothy Slye made a motion to approve; Ira Mae Bruce seconded; motion passed.

Krewe of Jestors

Kate Wilkes presented a grant application from the Navarre Krewe of Jesters. Wayne Hall is asking for \$2000.00 for the February 2, 2013. This had been approved at the TDC South End meeting. Dorothy Slye made a motion to approve; Mike Loera seconded; motion passed.

Sea Turtles

Cathy Holmes, project director of the Navarre Beach Sea Turtle Conservation Center, presented her project and her grant application. The TDC Board asked that she come to the next TDC South End meeting. This would come under a special project rather than a grant. The Board told Cathy Holmes that the TDC is behind this exciting project.

NORTH END RECOMMENDATIONS-Compton Vernon

Red Brick Road

Chris Phillips, Santa Rosa County County Engineering Department, shared the project which is almost completed. The Department of Transportation has already funded about 1.5 million for this project. They are asking for \$120,000 to finish the parts of the road which are dug up. The bricks are cleaned and ready to go back in the ground. Dorothy Slye motioned that the TDC fund \$60,000.00 from the reserves and suggested that the District Recreation Fund be used to fund the rest. Mike Loera seconded the motion; motion passed.

6. GULF BREEZE BED TAX

Ira Mae Bruce suggested that Gulf Breeze come back and join the TDC meetings. Dorothy Slye made a motion that all the bed tax money be put back into the TDC budget and that Gulf Breeze attend the TDC meetings. Ira Mae Bruce seconded the motion; motioned passed.

7. ECONOMIC IMPACT STUDY

Kate Wilkes presented the economic impact study which will be conducted by UWF for \$15,000.00. Dorothy Slye made the motion to go forth with the study; Ira Mae Bruce seconded the motion; motion passed.

8. BEACHES TO WOODLANDS – KAREN HARRELL

Karen Harrell passed out an outline of Beaches to Woodlands Tour. She updated the TDC board on some new promotions. The 40 page pamphlet is almost complete and will be distributed the first week of September.

9. MDi

James Ellis presented media tracking. The web numbers are up from last year. He also gave an update on the upcoming National Soft Sand Sculpting Event.

10. UPDATE ON THE BAGDAD CONNECTOR TRAIL

Vernon Compton updated the TDC Board on the Bagdad Connector Trail Project.

11. PLANNING MEETINGS

The North End retreat will be September 7th, 2012 from 8:30 AM-12 PM.

The South End will meet September 12th, 2012 from 1 PM-4 PM.

The TDC Board will have their retreat September 19th, 2012 from 12 PM-4 PM.

12. DIRECTORS REPORT

Kate Wilkes updated the TDC Board on the Trolley for DeLuna Feast. I was decided that next year would be better for this. Numerous articles by the travel writers were presented and packets were offered to the Board members. Some employees from the Florida Welcome Center will be coming to Navarre for a tour.

Meeting adjourned at 4:37 pm.