

Santa Rosa County Tourist Development Council
Board of Directors and Planning Meeting
Wednesday, Sept. 19, 2012
Navarre Visitors Center

Council Members

Vernon Compton Dorothy Slye
Jack Sanborn Mike Loera
Kati Curle (phone)

Guests

Jessi Stone Kyle Holley
Laurie Gallup Randy Jorgenson
James Ellis Dave Barnett Kate Wilkes

Vernon Compton called the meeting to order at 12:10 PM

Additions or corrections to agenda

Vernon added "Update on Old Brick Road"

Approval of minutes of August 15, 2012 meeting

Motion to approve by Dorothy Slye and seconded by Mike Loera, motion passed

Financials - Kate Wilkes

Motion to approve by Jack Sanborn and seconded by Dorothy Slye

Statistics – MDi

James Ellis presented statistical reports and answered questions

BTW – Karen Harrell gave updated schedule and advertising of BTW

Review applications for open TDC seat

Motion by Jack Sanborn and seconded by Dorothy Slye to recommend Kyle Holley for the open TDC seat to the BOCC. Marvin Boyd and Laurie Gallup's applications will be sent also.

Grants

North End

Bagdad Waterfront – St. Patrick's Day Arts & Antiques –(did submit proposed budget)

Motion made by Dorothy Slye and seconded by Jack Sanborn to approve \$1500, motion passed

Munson Heritage Festival

Motion made by Mike Loera and seconded by Jack Sanborn to approve \$2000, motion passed

West Florida RR – A Lionel Christmas –(submitted last years income and expenses)

Motion made by Jack Sanborn and seconded by Mike Loera to approve \$275, motion passed

South End

Butterfly House – (submitted projected budget)

Monarch Madness Motion by Jack Sanborn to approve \$1600, seconded by Dorothy Slye, motion passed

Discussion followed and it was agreed that in order to receive funds organizations must submit a proposed budget(or previous years profit and loss for the event) with their application. After event they must submit a profit and loss for current event before receiving funds. They must also submit numbers of actual attendees and numbers of out of state attendees with documentation of how these numbers were acquired. Kate will provide examples of survey forms.

Navarre Beach Area Chamber - tabled until financial info received (submitted detailed info on numbers, out of town guests and where they were from last year for Fun Fest)
Fun Fest 2013
Christmas in the Park

2012-2013 PLANNING SESSION

Goals and Successes of North and South Committees were discussed – see attached.

The importance of tourism in Economic Development was discussed. More information describing the Statistical Report requested from the HAAS Center at UWF was requested, Kate will forward e-mail from UWF.

The TDC would like to see a Tourism economic round table with Chambers and other interested groups and individuals formed to discuss needs – possibly a retreat.

We must identify the types of businesses needed to help tourism and what incentives are needed to attract them.

Randy Jorgenson stressed the need to obtain the facts and figures which support the importance of tourism to the economy of Santa Rosa County to take to the County Commission.