

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
October 17, 2012

Board Members

Vernon Compton Dorothy Slye
Mike Loera Kati Curle
Jack Sanborn Kyle Holley
Jim Melvin Clayton White

Attendees

Kate Wilkes Jessi Stone Don Abrans Chuck Emling
James Ellis David Meleya Chanda Ryan Brittany Rounds
Laurie Gallup Karen Harrell Doug Meleya Kristen Loera
Gina Gregory Dan Brown Judith Frara Xavier Allen
Shauna Allen Richard Lewis Doug Lasater Bob Cole
Rebecca Job Michelle Eason

1. CALL MEETING TO ORDER

Vernon Compton called the meeting to order at 3:10 pm.

2. ADDITIONS OR CORRECTIONS TO AGENDA

No additions or corrections were added to the agenda.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the September 19, 2012, meeting. Jim Melvin made a motion to approve; Dorothy Slye seconded; minutes were approved.

4. FINANCIALS/APPLICATION FOR PROMOTIONAL FUNDS FROM GULF TOURISM AND SEAFOOD PROMOTIONAL FUND

Kate Wilkes presented financial reports and reported that a grant Application was submitted to Gulf Tourism and Seafood Promotional Fund

5. MDi

James Ellis presented the 2012-2013 Marketing plan. MDi will present budget at November TDC meeting.

6. GRANTS

South

Navarre Beach Area Chamber Sponsorship-Christmas Parade \$750

Jack Sanborn made a motion to approve \$750; Jim Melvin seconded; motion passed.

Fun Fest-Fireworks Sponsorship \$3000

Jack Sanborn made a motion to approve\$3000; Jim Melvin seconded; motion passed.

Navarre Beach Marine Science Station-Home School Education/Vacation Package \$4000

Jack Sanborn made a motion to approve \$4000; Jim Melvin seconded; motion passed.

Navarre Beach Sea Turtle Conservation Center \$60,000

Jack Sanborn made a motion to approve \$60,000; Jim Melvin seconded; motion passed.

Navarre Beach Beautification Annual Maintenance & Beautification \$43,481

Jack Sanborn made a motion to approve \$43,481; Jim Melvin seconded; motion passed.

North

Santa Rosa Historical Society-Parlor Museum Displays \$5000

Jim Melvin made a motion to approve \$5000; Jack Sanborn seconded; motion passed.

Santa Rosa Arts-Riverwalk Arts Festival \$4000

Jim Melvin made a motion to approve \$4000; Jack Sanborn seconded; motion passed.

7. CITY OF MILTON- Requesting \$30,000 of the \$45,000 cost of Conceptual Development Plan for the Master Plan for Blackwater River frontage

Moved forward to November meeting.

8. DISCUSSION-TOURISM ECONOMIC IMPACT ANALYSIS PROPOSAL-\$15,000 APPROVED BY TDC & BOCC

Kyle Holley made a motion to approve the tourist economic impact analysis proposal for \$15,000; Dorothy Slye seconded; motion passed.

9. BEACHES TO WOODLANDS – KAREN HARRELL

Karen Harrell gave an update on the Beaches to Woodlands Tour and stated it is going great and next year will be the 10th anniversary.

10. DISCUSSION REGARDING FUNDING OF SANTA ROSA COUNTY MILLSITE PARK AND MILTON BAGDAD CONNECTOR COMMISSIONER MELVIN AND COMMISSIONER COLE

Dorothy Slye made a motion to approve \$175,000; Jack Sanborn seconded; motion passed.

Meeting adjourned at 5:20 pm.