

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 9:00 am
November 28, 2012

Board Members

Vernon Compton
Mike Loera
Jack Sanborn
Dorothy Slye
Kyle Holley

Attendees

Kate Wilkes
Jessi Stone
Chuck Emling
James Ellis

Trent Mathew
Chanda Ryan
Kristen Loera
Brittany Rounds

Dave Roban
Dave Barnette
Patricia Williamson
June Ates

Randy Jorgenson

The meeting was called to order by the chair, Vernon Compton at 9:10 AM

ADDITIONS OR CORRECTIONS TO AGENDA

No additions or corrections were added to the agenda.

APPROVAL OF MINUTES

The Board reviewed minutes of the October 17, 2012, meeting. Kyle Holley made a motion to approve; Dorothy Slye seconded; minutes were approved.

FINANCIALS/ PROMOTIONAL FUNDS FROM GULF TOURISM AND SEAFOOD PROMOTIONAL FUND

Kate Wilkes presented financial reports and reported that the TDC will receive a Gulf Tourism and Seafood Promotional Grant in the amount of \$491,000 this year and if all goes well the same the following year.

Kyle Holley made a motion to approve the financials; Dorothy Slye seconded; financials were approved.

2012-2013 MARKETING PLAN-MDi

MDi presented marketing plan budget for 2012-2013. Kyle Holley made a motion to approve 2012-2013 marketing plan as written with the exception of \$35,000 for Beaches to Woodlands; Dorothy Slye seconded; marketing plan budget for 2012-2013 was approved. Dorothy Slye suggested combining Sand Sculpting and Beaches to Woodlands into one event.

CITY OF MILTON- Randy Jorgenson -Requested that the TDC pay \$30,000 of the \$45,000 cost of Conceptual Development Plan for the Master Plan for Blackwater River frontage

Dorothy Slye made a motion to approve \$30,000 from the main reserves; Jack Sanborn seconded; motion carried with the condition that Vernon Compton will have seat on the steering committee .

BEACHES TO WOODLANDS – KAREN HARRELL

Karen Harrell was unable to attend but emailed Kate Wilkes an outline of her proposal for BTW. Kate Wilkes gave a copy to committee. Kate Wilkes stated she would get a survey to Karen Harrell for her to distribute to the participants so they can provide information on heads in beds.

AGRI-PLEX - REPRESENTATIVES FROM THE ARENA TECHNICAL ADVISORY WORK GROUP

Representatives from the group provided an update on the plans for the Agri-plex. Kyle Holly gave a copy of design plan of building.

Meeting adjourned at 11:20 a.m.