

Santa Rosa County
Tourist Development Council
Special Meeting-Website Review
Nov. 29, 2011
Tiger Point Country Club
Gulf Breeze, FL
Final

TDC
1
11/29/11

Attending:

Jack Sanborn

Mike Loera

Kate Wilkes

Laurie Gallup

Meridith South

Kristen Loera

Jessi Stone

The purpose of the meeting was to discuss changes to the website. The goal was determined to be that we needed to concentrate on what the tourists want and improving the website stats.

Several things were discussed – some of which are listed below

Add Milton logo to home page

Improve events/calendar pages

Change “menu” to “Explore”

Keep it Simple

In drop-downs put “ALL” first

PDF link for brochures

Current weather conditions

Map showing location of areas and surrounding areas

Expand conditions of places to stay

MDi will work on these and other improvements