

SANTA ROSA COUNTY TOURIST DEVELOPMENT COUNCIL

Wednesday

March 19, 2014 3:00 PM

Santa Rosa County Chamber of Commerce

AGENDA 1

Call meeting to order

Additions or corrections to agenda

Approve minutes of Feb. 19, 2014

Financials - including TDC available funds report

County reports forwarded to you earlier this month and will be in your packet

Letter from Deepwater Horizons regarding award for 2014 and update on 2013 status

DSBP report and update on advertising, marketing plan, BP funds and statistics - Newsletter

SE Grant Recommendations

Navarre Beach Marine Science Station EDGE request for an additional \$125,000 for development and implementation of programming for year-round, eco-tourism programs for 2014

Request for Intern from UWF in the Hospitality, Recreation and Resort Management Program

DIRECTOR'S REPORT

Met with Andrea Farchok from the University of Mississippi who is working on dissertation. Her subject is tourism and she is doing research.

Mention in Visit Florida Section Conde' Fast for one of Florida's top white sand beaches- probably submitted by Gina of MDi. Both Bill Arnett and I attempted to find out if anyone put in a plug for Navarre Beach or if travel writer just came across our beautiful beach!

Received Certificate of Registration for Florida's Playground.

Meeting tomorrow with representative from a firm which provides info on visitors using mobile cell data.

Working with Dept. of Health for more and better signage warning visitors when there are poor levels of bacteria in Santa Rosa Sound.

Very worthwhile trip to Tallahassee for Tourism Day and Board of Directors meeting for Florida Association of Destination Marketing Organization – report to follow.