

Santa Rosa County Tourist Development Office

South End Committee

December 1, 2015

8:30 a.m.

Attendees

T.J Goulet	Mary Peterzen	Nicole Dees
Norm Crowder	Larry Sims	Chanda Ryan
Gail Acosta	Charlene Mauro	Laurie Gallup
Linda Coley	Angie Lee	Sandi Kemp
Al Wilson	Julie Morgan	Gary Gallup
Commissioner Rob Williamson		

Sign – In and Confirmation of a quorum

Additional Agenda Items –

DSBP Marketing workshop – Chanda Ryan

Date for Marketing Workshop – Planning for February.

Tough Mudder update and what is going on with our TDC with our County - Laurie Gallup

Laurie Gallup states the TDC voted to spend \$20,000 on Tough Mudder, and the BOCC voted to spend \$80,000 with a \$30,000 grant with Florida Sports Foundation. Laurie reports that Tough Mudder used the wrong figures for the Economic Impact Study from University of San Diego and did not use numbers from the University of West Florida's Economic Development Department. Julie Morgan wants to add that when she talked with Tough Mudder, Tough Mudder will only partner with Santa Rosa County accommodations. TJ Goulet replies that the economic impact study was not honest in actual numbers and that 6.1 million in economic impact from last year's Tough Mudder 2015 is false. TJ Goulet suggests we be tougher in negotiations. Laurie Gallup said we need to follow the State of Florida Statutes on bed tax councils and committees. Commissioner Rob Williamson said the process was followed for the TDC vote and BOCC vote on Tough Mudder

Approval of November 3, 2015 Minutes – Correction to attendee names– Sandi Kemp, Laurie Gallup. Laurie motions to approval, TJ seconds with corrections, motion passed.

Sand Sculpting Letters – Julie Morgan

Sand Sculpting was discussed at the TDC BOD and sent back to the South End for discussion. But before this point, this topic was already passed and sent to the BOCC for approval and it was clear that we would partner with an organization to host the event. It was passed with a full vote at the BOCC. We are having a sand sculpting event in April 2016. There is an option to help fund the Marine EDGE Discovery Center, which is the goal of the Pirates on the Panhandle, Inc. Laurie Gallup states that is the issue, which was never brought up at the South End Committee and it was not discussed. Julie Morgan replies that in August 2015 this was already discussed. Laurie Gallup replies to Julie Morgan that last time this

was discussed we were going to partner with the Navarre Beach Area Chamber of Commerce and FunFest. TJ Goulet cannot remember a discussion in August. TJ Goulet questions if these events have any return on investment. Laurie Gallup states in her opinion, the Sand Sculpting Festival was killed off by Santa Rosa County, not the TDC. It was not discussed at the South End Committee that we would be hosting a travel writer/sand sculpting event and we are not sure that the South End Committee wishes to do that. Julie Morgan explains that we are exploring ideas for Sand Sculpting, we do not have to have charities involved. She states it is a goal of the county to get the discovery center built. Meridith South with DSBP has provided the numbers, and this was discussed in August 2015. Julie replies that Shannon Ogletree wrote a recommendation to the BOCC about Sand Sculpting moving forward on November 6, 2015. Laurie Gallup questions if it is required for the TDC BOD members to attend BOCC meetings after it has already been voted on in the TDC BOD meetings. Julie Morgan explains the process of the TDC committees, TDC BOD and BOCC and how recommendations work with Santa Rosa County. Laurie Gallup states at the Nov. 5th BOD meeting, the Pirates of the Panhandle, Inc. was a new development, and it was the first time it was discussed. Laurie Gallup states things are being done behind the scenes and that the Sand Sculpting Festival never brought in many bed taxes, but recommends we combined it with Fun Fest to build our Sand Sculpting Festival into a bigger event. Julie Morgan replies that both the Navarre Chamber and Pirates of the Panhandle, Inc. are all still on the table, we are not done with planning the festival. Mary Peterzen has requested the numbers on past Sand Sculpting Festivals. Commissioner Rob Williamson says he saw the numbers for Sand Sculpting at a BOD meeting. Commissioner Rob Williamson is asking why we are using up 30 minutes of this meeting to argue about this topic. Laurie Gallup replies that Santa Rosa County is having behind the scenes discussions and the public is not being involved. Laurie Gallup questions how Pirates on the Panhandle, Inc. got on the recommendation and wishes for open communication with the TDC Committees and the public. Commissioner Rob Williamson states none of the TDC BOD came to the BOCC meetings to voice their opinions on the proposed items. Laurie Gallup ask that why would we go through all of this planning, why not just give the Gulf Coast Discovery Center \$55,000. Commissioner Rob Williamson said that he talked with Judy Morehead recently with the Navarre Chamber and reports they do not want to partner with the TDC on FunFest. It was Commissioner Rob Williamson's recommendation to Julie Morgan to look for other partners for Sand Sculpting because the Navarre Chamber was not interested due to brand protection and different goals. TJ Goulet is concerned about the committee recommendations, if they are not being followed, then why should we have meetings? Commissioner Rob Williamson explains the committee is an advisory board. TJ Goulet asked who is going to run the Sand Sculpting event, Julie Morgan replies we will be running it with Meridith South and DSBP. Norm Crowder asked if we could go back to hosting Sand Sculpting in September, he likes the idea of a Friday night dinner and we can bring ideas from Fun Fest into a September Sand Sculpting Festival. Charlene Mauro says that the Pirates on the Panhandle, Inc. have done fund raising in the past for the Marine Science Station and Discovery Center, but keep in mind the Marine Science Station does have a committee that is focused on raising funds, and we would wish to have the Sand Sculpting Festival in September. TJ Goulet motions a recommendation to change the Sand Sculpting Festival back to September, so we can redesign the event and pair it with better components. Julie Morgan moves for discussion. Commissioner Rob Williamson will follow Meridith South and our tourism professionals' recommendation. TJ Goulet withdraws his motion. TJ Goulet motions to allow the Marine EDGE Discovery Center to be the partner with the Sand Sculpting event for the third weekend in April 2016. Norm Crowder second, motion passed. Julie Morgan will take the recommendation to the TDC BOD and

BOCC for vote. Update on the travel writers. The goal is to combine tourism development and economic development by going on the Today Show, Weather Channel, etc. We will do a dinner with travel writers and site selectors about Santa Rosa County, then a FAM Tour. We would have a dinner at the Georgia Aquarium showcasing marine wildlife, and also focus on homeschoolers.

May Concert / Movies on the beach series – Julie Morgan

We have discussed at both the North End Committee and South End Committee about a series of events. A series of concerts that stretch a few weeks on the beach. Julie Morgan has contacted the City of Milton about borrowing the mobile stage. The City of Milton is going to expand their Blackwater Concert series to two nights per week in the spring timeframe. The stage is so busy that we cannot borrow it. So, what about the movies on the beach. We own no stage or equipment so we need to partner with someone for the equipment to host a series of events on the beach. We may be able to sponsor some movies on the beach at Lagerheads, in addition to their Wednesday night movie. A Friday or Saturday night movie on the beach. Check with stage rental company in Pace, FL. Contact Tammy Simmons or Commissioner J. Williamson for information on Flicks on the Field in Pace, FL. We will talk again next month with more information on concerts on the beach or movies on the beach.

Lodging Tax Update – Julie Morgan - None

South End Requests – None

North End Requests – None

Other Business

TJ Goulet motions to end meeting and Laurie Gallup seconds, motion passed at 11:04 a.m.