

Santa Rosa County Tourist Development Office

North End Committee

Feb. 29, 2016

8:30 a.m.

Board Members

Kyle Holley
Alan Lowery
Vernon Compton
Jack Sanborn

Voting Committee Members

Gale Thames
Adrienne Walker
Tiffany Bageant
David Creamer

Attendees

Julie Morgan
Nicole Dees
Dave Barnette

8:30 AM Sign-In and Confirmation – We do have a Quorum, motioned by Kyle Holley, second by Alan Lowery. Agenda approved.

Additional Agenda Items -

Update on Florida/Alabama Regional Trail – Kyle Holley

Update on Advertising – Jack Sanborn

Gulf Breeze Bed Tax – Vernon Compton

Approval of the February 1, 2016

Jack Sanborn on the correction to add the date. Gail Thames motions Approval, second Kyle Holley, and Motion Approved.

Jack Sanborn motions to for Adrienne Walker to be a voting member, Alan Lowery second. Motion passed.

Discussion of FY 16/17 Aid to Pirate Organization opening of Grant Cycle for April 1, 2016 closing May 31, 2016

Vernon Compton asked if there are any changes from last year. Julie Morgan reports that we want to open the cycle up earlier and longer for 8 weeks. Looking to open it April 1, 2016 and closing May 31, 2016. Morgan states at the Board of Directors meeting we will have a discussion about language that needs to be added, concerning late grant applications, and how to address it. Morgan suggests we have an open exception for new events. Compton reports we created this system so that we could be fair to all, and manage the budget. Compton supports the idea of letting new events apply for the grant after the cycle. Kyle Holley agrees with the time frame of the 2016 grant timeline. Gale Thames notes that we need to notify past grantees and new about the grant timeline dates. Morgan reports we will go back 3 years and contact past applicants.

Discussion – Navarre Beach Vacation Guide

Jack Sanborn is concerned that on the front of the vacation guide it states it is the Navarre Beach Vacation guide, and then the next few pages are all about the beach. Sanborn also points out there are

no cabins listed in the guide. Dave Barnette with BSBP reports this was presented about a year ago to the TDC Board. Barnette reports that we had to pick a name that would attract the visitor, and that we do lead with the beach. The second goal is to get the visitor to the website where all of Santa Rosa County is represented. Jack Sanborn requests more representation for the Blackwater State Forest, and that is our unique feature. Julie Morgan questions why we have a vacation guide that is a half size, instead of a magazine size. Vernon Compton states that DSBP does a great job with the current guide, but we could tell a bigger story if we had a bigger guide in magazine size. Gale Thames states if we have money, then why not move to consider a larger vacation guide. Motion by Gale Thames to discuss at the TDC Board of Directors meeting, Second by Kyle Holley, Motion Passed. Morgan asked if we can move this item to the April meeting so that we have time to research cost on a new vacation guide.

Kyle Holley suggest that if we know how many visitors come to the Forest each year, why not place targeted ads to those visitors and increase traffic in the North End of the County. Holley suggest we offset the marketing of the beach with the vacation guide by increasing marketing digital for the north end. David Creamer states he would like to see some long leaf pines photos and wildlife photos inside the guide, also focus on trails, fishing lakes and camping. The Blackwater State Forest has an estimated 240,000 visitors a year. Morgan suggest if the South End also agrees to reformat the guide, we can have a workshop and work on the details of a new guide.

Update – FL Sports Foundation

Julie Morgan reports we submitted for a grant of \$30,000 to the Florida Sports Foundation and we were awarded \$12,000. It will be matched with advertisement placement. Due to the late notice of the grant, most of the advertising spend will be on Pandora. Jack Sanborn request if we can target fitness visitors on Pandora, Dave Barnette reports that we can do that.

Discussion – Tough Mudder Promotion Booth Shift Schedule/Trip give a ways/Tent set Up (City of Milton) / Tent Banner

Nicole Dees reports we have two giveaways so far, one from Dale E. Peterson Vacations for a Navarre Beach 3 night getaway and one from Adventures Unlimited, 3 nights at the Schoolhouse Inn with canoe trip and zip line tour. Jack Sanborn asked if we are going to have parking passes for the booth workers. Kyle Holley will work on getting easier access for booth volunteers. Jack Sanborn asked if there are any geo-targeting that can be done on Saturday or Sunday. Morgan states that it depends on the budget with DSBP. Jack Sanborn is going to provide a canoe for the booth. Morgan asked if we have to buy water. Alan Lowery asked how much water to order. Vernon Compton suggest to Kyle Holley to ask Tough Mudder. Kyle Holley reports that at the Ates Ranch a new campground is opening soon, and he asked if the TDC and Committees could take a tour of the new campground.

DSBP Update –

The tent promo booth signage will be “Please Sign up to win” Etc. Vernon Compton ask if DSBP can create the questionnaires for the booth sign ups. Jack Sanborn asked if we could use tablets.

Lodging Tax Update - None

North End Request

South End Request

Other Business

Florida Alabama Regional Trail Update –

Kyle Holley reports the project is going well and there is a draft document being worked on. Holley hoping to integrate the paddle trail map into the main map. Holley reports that they may come to us for help with signage for the trail and funds.

Gulf Breeze Bed Tax Update –

Vernon Compton reports that the bed taxes that Gulf Breeze generates Santa Rosa County collects and then sends it back to Gulf Breeze. Morgan states that the agreement between SRC and Gulf Breeze has been in place for many years. Gulf Breeze uses the bed taxes to fund events. Morgan reports that Gulf Breeze is planning to form a Tourism Council, and they wish to still receive the bed tax funds. Morgan is concerned that the City of Gulf Breeze is cutting themselves off from the rest of the County, and we do not receive any types of post event reports, or leads from the SRC Bed Taxes we are sending to Gulf Breeze for events. Jack Sanborn states we are missing a 9th person on our SRC TDC Board, due to the agreement and keeps Gulf Breeze from being involved. Compton is concerned that if this continues, other small areas of Santa Rosa County could break off and use bed tax funds. Kyle Holley motions that the North End committee recommends that all bed taxes be moved into one account and managed by the TDO staff, and given out in the form of TDO grants. Second by Gale Thames. Motion passed.

Milton/Bagdad connector –

Vernon Compton reports we do have the money right now to fund the sidewalks. The City of Milton has purchased an additional lot on the riverfront to create the marina. The marina plan was created to make more money on nearby properties, including future restaurants and shops.

Gale Thames Motions to end, John Norton, Second. Motion passed at 10:41 a.m.