

South End Committee Meeting

8:30 a.m.

January 5, 2016

Navarre Visitor Center

Board Members

Liz Horton  
Laurie Gallup  
Norm Crowder

Voting Committee Members

TJ Goulet  
Charlene Mauro  
Chanda Ryan  
Brenda Stokes  
Mike Sandler

Attendees

Donna Harvell  
Christy Meyer  
Caron Sjoberg  
Sandi Kemp  
Steve Philpot  
Nicole Dees  
Al Wilson

**8:30 Sign – In Confirmation of a Quorum**

**Additional Agenda Items –**

**Cross fit – Steve Philpot**

Cross Fit event will take place in the Navarre Beach parking lot. The event is planned for the first weekend in April 2016. An estimated 300 to 400 athletes and their families. Last year they had almost 2,000 attendees. Some of the proceeds will go to Navarre Beach Fishing Pier and the local fire departments, but that can change.

Steve Philpot is requesting space and support from the TDC. TJ Goulet notifies Steve Philpot about the beach restoration starting the first week in April 2016. Norm Crowder has questions about the charities. Saturday will be individual competitions and Sunday will be team competitions. Move to TDC BOD agenda for discussion.

**Remember Blackhawk 11**

Donna Harvell reports this event will be making national news. Over 100 people will be here for the event which is March 9-11, 2016. Donna Harvell is requesting donated accommodations for the families of the tragedy. Donna Harvell is asking for marketing help and also day care help for the family's children.

**Beach Restoration**

Laurie Gallup states that we all wanted beach restoration badly, but to do it in the middle of the season is a very bad choice. Liz Horton replies that if we could find out anyway to push the beach restoration back to a later date, we should pursue it. Laurie Gallup states that the county should have come to us for advice on when to start beach restoration.

Christy Meyers questions if the beach restoration is a done deal. Sandi Kemp reports that the contract with the company has not been signed. Liz Horton recommends we add beach restoration to the agenda for the TDC BOD meeting.

Laurie Gallup suggests writing a letter representing the Navarre Beach businesses and bed tax collectors to move the beach restoration to a later date. Laurie Gallup motions to write a letter to the county Commissioners recommending we move back beach restoration, second Liz Horton and Norm Crowder. Motion approved.

**Approval of December 1, 2015 Minutes** – Norm Crowder motions for approval, Laurie Gallup Second. Approved.

#### **VISIT FLORIDA/Destimetrics Lodging Inventory Study**

TJ Goulet requests if we can get a break down of areas in Santa Rosa County with this study. Laurie Gallup comments that this study will not be that effective if Destimetrics is not counting the rentals by owners. Santa Rosa County needs to research if all accommodations are paying the bed tax. TJ Goulet suggests we request the County to enforce the bed tax laws to rent by owners and Air BnB rooms. Move discussion to TDC BOD.

#### **DMO PROZ Proposal**

Laurie Gallup asked if we are going to get anymore proposals. Liz Horton replies that she doesn't know if this price is a good price, or a high/low price. TJ Goulet questions why we need a strategic planning process and that this proposal is a bit generic. TJ Goulet states we need to have a goal first before a proposal. Liz Horton suggests we review this proposal and question why this company was selected.

Mike Sandler states that if this is the first time the TDC is seeing this proposal, something sounds out of place. Laurie Gallup questions why Visit Florida can't help us? TJ Goulet questions why there isn't anyone from the County here and he understands the North End strategy, but what is the South End's strategy? This company is picking a strategy for us. TJ Goulet states why are we bring in a company from the Mid-West to do a plan for us, when they don't know anything about Santa Rosa County. Norm Crowder motions to table discussion, Laurie Gallup seconds, reason is not enough information and no employees representing from the County. Motion passed. Tabled.

#### **Lodging Tax Update**

TJ Goulet questions why October was so high. Liz Horton states it was a busy month with beautiful weather. Laurie Gallup reports that it may be a timeline issue with payments.

#### **South End Request**

#### **North End Request**

#### **Other Business:**

**Liz Horton Calls meeting End at 10:26 a.m.**