

South End Committee

March 1, 2016

8:30 a.m.

Board Members

Norm Crowder
Liz Horton

Voting Attendees

T.J. Goulet
Mary Peterzen
Judy Morehead
Chanda Ryan
Brenda Stokes
Angie Lee

Attendees

Nicole Dees
Al Wilson
Sandi Kemp
John Lewis
Larry Sims
Mike Simpson
Dave Barnette

8:30 a.m. Sign-In Confirmation of a Quorum – We do have a Quorum.

Additional Agenda Items –

Gulf Breeze Bed Taxes –

TJ Goulet states that you can give cities back the bed taxes they generate. Gulf Breeze has been receiving the bed tax funds for many years. Goulet reports that the SRC Clerk of Courts requested a criminal investigation on the City of Gulf Breeze. Nothing was found. Sandi Kemp reports on possible conclusions on how we got to this problem. Sandi Kemp reports it was stopped by the county. Liz Horton states she would like to see Gulf Breeze come to the TDC meetings. Liz Horton doesn't see what is wrong with just continuing what we have done in the past. TJ Goulet states that Gulf Breeze is their own area, and that they are different. TJ Goulet motions to continue the process that has been adopted in the past, as long as the bed taxes are used correctly. Mary Peterzen seconded, motioned passed.

BBC –

John Lewis and Larry Sim give their last report on BBC. The BBC has been disbanded and we wanted to say Thank You to the Tourist Development Council. John Lewis reports on the structure of the BBC and how they worked with the TDC. Liz Horton asked if the entire BBC is disbanded, and all of the things the BBC does, is the county going to do. Horton ask if there are SRC staff that will take over the BBC duties. TJ Goulet is concerned that there is not a system to keep the beach clean, and running now that the BBC is finished. John Lewis states that the county doesn't realize how much money they were saving with a volunteer group taking care of Navarre Beach. Liz Horton states Spring Break starts this month, and we need to make sure the projects and task are being done. Liz Horton suggest we write a letter to the County and request when projects and task will be done. TJ Goulet asked if the bed tax can be used for landscape and he is concerned that the county is not taking the bed taxes as serious as normal taxes. Brenda Stokes states that the disbanding of the BBC is a message for all non-profit volunteer groups in our community. Judy Moorehead reports that the Chamber is on the receiving end of this issue, and that the Chamber has decorated the park for Christmas for many years, but now is the County going to tell us how to decorate the park or what the budget is going to be? Mary Peterzen asked if we need to respond to the Letter from Commissioner R. Williamson. Liz Horton suggests we ask at the TDC Board of

Directors meeting how the meeting between the BBC went, and what is the county is doing to take over. Chanda Ryan asked what did Julie Morgan bring to R. Williamsons attention that started all this?

Legislation of the BP Funds –

TJ Goulet reports about the 300 million in BP funds that is being delayed to Northwest Florida. Goulet states that is a big impact to our area. He states that the funds are going to be divided up between counties and also the State wants some of the funds. Liz Horton asked how can we get that money? Sandi Kemp reports that those are our RESTORE Funds. Goulet suggest we need to keep a watch on that.

Beach Restoration –

TJ Goulet reports that Pensacola Beach is going to be after us now and will start June 1, 2016. Navarre Beach is still scheduled for April 1, 2016. Different equipment.

Committee Makeup –

Update on a letter of recommendation to the BOCC regarding the committee structure. Liz Horton states that Laurie Gallup was going to reach out to the North End Committee regarding committee structure. Horton suggests we continue with how it is being done currently.

Approval of February 2, 2016 minutes – Norm Crowder Motions, Mary Peterzen Second, Motion passed.

Discussion of FY16/17 Aid to Private Organization opening of Grant Cycle for April 1, 2016, closing May 31, 2016

Liz Horton notes the longer grant cycle gives interested applicants additional time to apply for a TDC Grant.

Discussion of Tough Mudder Promotion Booth Shift Schedule /Trip giveaways/Tent set Up (City of Milton) / Tent Banner

Liz Horton explains the Tough Mudder Promotion Booth and the dates. Tj Goulet suggests a coupon book, or other opportunity to make the Tough Mudder visitors come back. Angie Lee reports that the Hampton Inn has 10 reservations for Tough Mudder so far. Liz Horton reports that Resort Quest has one reservation. Liz Horton suggest an event in Navarre Beach to showcase the beach. Liz Horton request where they staying so far.

Lodging Tax Update – January 2016 Bed taxes are \$82,537.54. We are up 21.20% from last January 2015.

Update FL Sports Foundation Grant –

TJ Goulet asked what markets we are targeting on Pandora. Dave Barnette replies that DSBP has been very successful with Pandora and we are positioning the brand very well and trying to get listeners to the website.

DSBP Update – Dave Barnette

Spring Break advertising is going well. They have been pushing a lot of e-blast and blog post on Homeschooling. The more deals, and specials we can get, the more homeschoolers we can get. The vacation guide was brought up in the North End Committee on how the accommodations are listed and the size. In April we are going to talk about expanding the vacation guide to magazine size.

South End Request – None

North End Request – None

Other Business:

Black Skimmer Pavilion Rental 4th of July Fireworks –

The pavilion is reserved for 4th of July Fireworks. Norm Crowder request that we set up the Black Skimmer Pavilion being reserved for the upcoming years.

Liz Horton motion to end at 10:34 a.m. Norm Crowder first, TJ Goulet Second. Motion passed.