

**Santa Rosa County Tourist Development Office**

**North End Committee**

**May 2, 2016**

**8:30 a.m.**

**Board Members**

Alan Lowery  
Vernon Compton

**Attendees**

Gale Thames  
Adrienne Walker  
David Creamer  
Brian Watkins

**Attendees**

Julie Morgan  
Al Wilson  
Meridith South  
John Norton

**8:30 AM Sign-In and Confirmation** – We have a Quorum. Agenda approved with additions under Other Business.

**Additional Agenda Items –**

Bagdad/Milton Connector Funds Reallocation  
Black Water User Map

**DSBP Update – Meridith South**

Meridith South wants to make sure everyone is getting the Industry Partner Newsletter that's going out. South is also trying to reach all the Marketing Directors in the area, so if there is anybody that you have contact information for that is marketing, please let her know. The newsletter will give you updates reminding everybody that if you give us your specials and content, we will put them on the website and advertise them for you. The newsletter will also give you an update of what's going on in the county. Dave will probably be contacting people for interviews because he will be writing copy over the next few months for the new vacation guide. Please let DSBP Agency know if you have any issues or questions on that. Jack asked that we put a Trip Advisor page up for Milton. There is one up already and we have requested admin privileges to it. Last year we did a geo-fencing campaign in Destin and Panama City getting people to come over for a day trip which was highly successful. We're doing it again this year starting in June to convert some of that business to Navarre for next year. Dave shared that the Pandora campaigns for Spring Break and Tough Mudder did really well so we'll be incorporating Pandora and Spotify more into our buys as we go through special promotions and things of that nature.

**Approval of the April 1, 2016 Minutes**

Vernon Compton called for a motioned of approval, Alan Lowery motioned and Adrienne Walker seconded. Motion passed

**Tough Mudder Update- Julie Morgan**

Morgan reported no stats back yet; its coordination between Tough Mudder and the Haas Center. As soon as we have them we will release them. Morgan thanked everyone who came out and helped with getting the people's information and where they were coming in from as well as those who provided promotional items and tent set-up for our booth. Julie Morgan and Nicole Dees attended the Pre-Party at Juana's Pagodas and ensured they were having people sign in and show their wrist bands which they did. Morgan reported that there were over a hundred people who showed up, showed their wrist

bands, and went to the party. Saturday's event was the highest attended and everyone was excited to be there and there was lots of team comradery going on with getting over the obstacles. As far as it being a two day event, we will know soon once the numbers are in. Crews started breaking down around 11:00 a.m. Over all, I feel it was successful, but the numbers will tell the truth. Vernon Compton stated the Tough Mudder staff did stop by on Saturday to make sure we felt welcome and had everything we needed. Morgan also stated that the drawings were done and the winners were very excited to win the vacations.

**Lodging Tax Update** – No update at this time

**North End Request-** None

**South End Request-** None

**Other Business**

**Bagdad / Milton Connector Funds Reallocation – Vernon Compton**

Compton gave background information on two projects which has been funded with a portion of the North End Bed Tax money. The two projects are The Milton Riverwalk Park and Connecting Milton and Bagdad which are the two historic districts and now to the Bagdad Mill Site Park on the Black Water River. Money was also set aside to put in sidewalks leading to the park so people could park in Bagdad and walk to the Bagdad Mill Site Park and not be walking in the road. What Sheila Fitzgerald is asking for is for a portion of the remaining \$54,986.25 available for sidewalk improvements in Bagdad. So, not all that money has been used and the Bagdad Mill Site Park is set to open up the third week in May. There are quite a few projects still to go. During the crunch times, they have brought in commissioner recreation funds, grants funds, and our supports which are a lot of dollars leveraged but there have been some things unexpected which will take more money such as sodding in some areas along the trail and parking lots and or roading. Out of the \$54,986.25, Sheila is asking that \$25,000 be moved from actual building sidewalks to finishing up the Bagdad Mill Site Park prior to the grand opening. The trail is in place there but it will not remain in place if the soil washes away. Compton would like us to approve as Sheila recommends that \$25,000 go for those purposes. There are still over \$200,000 in the overall fund for Milton and Bagdad to be connected. The project will not be slowed down by this. Before anything else can be done we will need project designing, engineering, and permitting. Also, someone will have to look at the bridges to see if something can hang off of them or if we need to build new ones as well as right-of-ways. We can't really do construction until all of that occurs. Morgan stated she wanted to get this done before the opening which is the sixteenth, but we will not be able to get this through the BOCC for a final vote until the 12<sup>th</sup>. Compton states this has already been approved by the BOCC; it's really the money going for the sidewalk which included everything going into the Mill Site Park. We may need to as the administrator or attorney if it requires a commissioner vote. She needs it now. Alan Lowery motioned and seconded by David Creamer, motion to approve the request passed.

**Black Water User Map – David Creamer**

David Creamer stated that the new user map was just sent to the printer, but we can make adjustments as we need to. In the past, there has been a statement thanking the North End Committee for generous support for the map. If you want to make a contribution to the printing of the new Black Water User Map you can, if not, don't feel obligated. Creamer states he can have the statement thanking you for

your support added and also our new logo along with Floridasplayground and our corrected phone number. It will be sold in Hall's Hardware, the Herald Store, Black Water Chamber, and some of the canoe rental businesses. When asked, Creamer suggested a \$1000 or \$500 contribution; whatever you are comfortable with. Morgan committed to a \$1000 contribution from Santa Rosa County Tourist Development Office. Friends of Florida will send an invoice and Forestry will pull the funds from there.

**Vernon Compton Motioned to end Meeting, Brian Watkins Seconded. Motion passed at 9:41 a.m.**