

Santa Rosa County Tourist Development Office  
South End Committee  
May 3, 2016  
8:30 a.m.

**Board Members**

Liz Horton  
Norm Crowder

**Attendees**

April Sarver  
Mike Sandler  
Meridith South  
Angie Lee  
Charlene Mauro  
Julie Morgan

**Attendees**

TJ Goulet  
Mary Peterzen  
Sandi Kemp  
Chanda Ryan  
Nicole Dees  
Al Wilson

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

**Additions to the Agenda – None**

**Approval of April 4, 2016 Minutes**

Norm Crowder motions to approval, Mary Peterzen second. Motion passed.

**Discussion – The Navarre Pier Sunset Movies – Proposal – Julie Morgan**

This would go from Memorial Day to Labor Day, on Saturday nights to add on another night of activity for our guests during the high season. TJ Goulet request sponsorship opportunities. Mike Sandler asked, is it “worth” the investment? Sandi Kemp suggests offering a sponsorship on the Wednesday night movies. April Sarver suggests small songwriter events or beach rugby. The committee decided against adding the movie night, but may consider other options in the future.

**Tough Mudder – Update – Julie Morgan**

Julie Morgan states we do not have any data on Tough Mudder as of yet. Morgan wants to thank everyone that worked the promotion tent. Saturday was very busy.

**North End Requests – Julie Morgan**

The North End requests to reallocate \$25,000 of funds already set aside for the Bagdad sidewalks, to the Bagdad Mill Site Park. This will go before the TDC board on Thursday and on to the BOCC for final approval of the reallocation.

**DSBP Update- Meridith South**

Meridith South reports that the Marine Science Station is hosting private tours for visitors. The industry partner newsletter went out this week, so if you did not get the newsletter please let me know so I can add you to the list. Also please let us know if any specials are going on, and we will post it to the website. Also, make sure we have your marketing director contact information to help build the industry partner newsletter. South reports we will be doing another geo-fencing campaign. Angie Lee asks about a RFP section on the website. There is not at this time.

### **Marine Park Boardwalk Update – Mike Sandler**

Mike Sandler reports that the boardwalk went out for bid recently. This is a 3 year old project. There is \$64,000 in TDC funds and \$20,000 Chamber Foundation funds allocated to the project including the kayak wash down. The bids are in and the BOCC will be voting on them on May 12, 2016. Mike Sandler asks if the TDC is willing to give additional funds to the project. TJ Goulet asks if there are any conversations regarding recreation funds to help supplement the project. April Sarver asked Sandler when he wants this project to start. Sarver suggests looking into VISIT FLORIDA grants. Charlene Mauro suggests County Parks and Recreation funds. Sandler also gave an update on the Reefs: the Snorkeling reefs received almost 1.5 million dollars in grant funds from Florida Fish and Wildlife. These funds will add additional reefs to the existing reefs. Sandler states there could be deployment of new reefs this year. Sandler states the County has not been quick at moving contracts forward. The contracting process is very slow.

### **Discussion – Fireworks Coordination – Navarre Chamber Foundation- Mike Sandler**

The Navarre Chamber Foundation voted and approval the coordination of the Navarre Beach Fireworks for a \$1,000. This includes fireworks coordination and law enforcement activities. Also, any public safety expenses that are incurred will come out of that \$1,000 flat fee. The foundation will have someone on-site during the fireworks to coordinate when the explosives arrive. We will check the park before and again when they leave to make sure they took all the explosives.

### **Lodging Tax Update – Nicole Dees**

We are at \$176,356.73. We are up 20.41% over last year. Liz Horton requests information on the February numbers, why the percent increase is so low over the 2014-2015 increase. One suggestion was because Mardi Gras was in January this year. A second suggestion was because of the 1% tax increase.

### **South End Requests – None**

#### **Other Business**

Charlene Mauro requests a quick look at the budget, profit and loss; Income and expense sheet. Liz Horton asked Nicole if she would add an Income and Expense sheet for the monthly meetings.

Mary Peterzen reported the Panhandle Butterfly house grand opening is this Saturday. There will be vendors. Jesters will be selling burgers and hot dogs. The time is 10 a.m. to 3 p.m. on Thursday, Friday, and Saturday. Monday, Tuesday, and Wednesday is tours and school field trips by reservation. There must be ten or more people for the tours and field trips. Mike Sandler requests to add it to the digital sign. This year they are suggesting Admission by donation.

Norm Crowder stated that the Santa Rosa Sound RV Park is looking for Part time employees.

Liz Horton motioned to adjourn; Norm seconded. Meeting ended at 9:43 a.m.