

Santa Rosa Tourist Development Office  
North End Committee  
June 1, 2016  
8:30 a.m.

**Board Members**

Vernon Compton  
Alan Lowery  
Jack Sanborn

**Attendees**

Adrienne Walker  
Don Davis  
Meridith South

**Attendees**

Julie Morgan  
Al Wilson  
John Norton

**8:30 a.m. Sign-In Confirmation of a Quorum-** We have a Quorum. Alan Lowery motion to approve Agenda, Jack Sanborn seconded. Motion passed and Agenda was approved with Additional Agenda Items.

**Additional Agenda Items-**

July Meeting- Julie Morgan  
Website discussion- Jack Sanborn  
Director's Office- Jack Sanborn  
Bagdad Mil Site Park/Opening Discussion- Vernon Compton  
Military Heritage Trail- Vernon Compton  
Sign replacement for Blackwater State Forest- Jack Sanborn

**Approval of May 2, 2016 Minutes-** Jack Sanborn motioned, Alan Lowery seconded. Motion Passed to approve Minutes with change of final motion.

**DSBP Update-** Meridith South- Dave has been reaching out in writing the vacation guide copy. Julie has the first draft, but there are a few additions we need to put in. The Geo-fencing campaign which we did last year with Pensacola, Destin, and Panama City to send people here for the day, over the summer while they're vacationing, will start in about a week. We will run that through July. We're doing it a little differently this year and it's more targeted. We have specific ads for zip lining, canoeing, kayaking, etc. Last year, it was a very successful campaign for us. Jack Sanborn voiced website concerns and offered suggestions for better results. South explained the strategy behind the website layout, noted the suggestions, and agreed to make needed and asked for changes. Julie Morgan asked about the Floridasplayground Brand name and stated that we may need to re-brand before too much has been invested in the current Brand. Morgan said she's looking out for the best interest of Santa Rosa County Tourism and it

will be good to talk about this during the strategic planning session. Sanborn stated that the content needs to be updated on the website. South said there is good content developing on the blog and from the content standpoint that is something we do on a weekly basis. South also asked that if there is different content to add to the site, please let her know about it and who to contact about it. Morgan asked for more content under Hiking & Biking and National Sea Shore in the “What to do” category on the website.

**Beach Nourishment Update-** Julie Morgan- Beach Nourishment is moving fast. We are down to beach access# 7 which is quite a ways west of the Pier. It was well past the pier for Memorial Day weekend. The beach is huge and its 200 feet bigger out into the ocean and at least two or three feet higher now. The soil samples are white. If nothing bad happens, they will be done in 30 days. Navarre Beach was packed for Memorial and there were tons of families.

**Lodging Tax Update-** No update

**North End Request-** None

**South End Request-** None

#### **Other Business**

**July Meeting-** July meeting is scheduled for the 4<sup>th</sup> of July and would need to be rescheduled if we were to have it. Jack Sanborn motioned to cancel July meeting, seconded by John Norton. The motion to cancel the North End July Meeting passes.

**Director’s Office (Milton location)** - Julie Morgan has researched reasons/background for the Director’s office space in Milton to see if there is a need to continue renting the space. Morgan stated that her role and duties has drastically changed from the former director’s. If at any time someone needs to meet she will be happy to accommodate and meet with them. Morgan states, if at some point there is a need, she will provide assistance to the Milton Chamber staff. Currently, the Milton Chamber staff does an excellent job. All they need to do is call if they need assistance. Morgan and the Milton Chamber director have also discussed having office space for the Tourism Director in the new facility which is in the works sometime in the future.

**Bagdad Mil Site Park/Opening Discussion-** Vernon Compton- We had grand opening was on May 21, 2016 and they want to partner with the County. We had a wonderful Festival there May 21 and 22<sup>nd</sup>. The County staff and volunteers from Bagdad did a beautiful job and put a lot of effort into it. There is still some work to do, but every time you go out there you see more things happening. The grass is greener and there is also a big tree grant in the works which will be a huge edition to the park if the grant is successful. There will be 150 large trees planted in the park which is one of the bigger needs. The timing of the sprinklers will be worked on so people don’t get sprayed. The new kayak area is open on the south end of the

pier. The next things they are working on is a boat tie up area, a pavilion, and a permanent bathroom.

**Military Heritage Trail-** Vernon Compton- There is a section of the trail that is in really bad shape which is now being redone. It will be another nice addition to our biking trails.

**Alan Lowery Motioned to end Meeting, Adrienne Walker seconded. Motion passed 10:07 a.m.**