

Santa Rosa Tourist Development Office  
South End Committee  
May 31, 2016  
8:30 a.m.

**Board Members**

Liz Horton  
April Sarver  
Norm Crowder

**Attendees**

Mike Sandler  
Lynne Myers  
Brenda Stokes  
Meridith South  
Chanda Ryan

**Attendees**

Julie Morgan  
Nicole Dees  
Al Wilson  
Cathy Holmes  
Jamie Gentry

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

**Additional Agenda Items-** None

**Approval of May 3, 2016 Minutes-** Norm Crowder Motions, April Sarver seconded. Motion passed.

**DSBP Update-** Meridith South- South reports they had Snapchat filters up over the weekend covering the beach, and also the North End covering canoe rental places. They will also be starting their Geo-fencing campaign in the next two weeks fencing Pensacola, Destin, and Panama City. They will be sending them different messages about the County to go canoeing, zip lining, and come spend the day over here. Maybe next year you will want to come and spend your whole vacation here. This was very successful for us last year. DSBP is working on the new vacation guide. If you have anything you want to add, feel free to email Meridith or Dave. South request updates on any events and projects going on in the County. The new vacation guide is scheduled to come out in January 2017.

**Beach Nourishment Update- Julie Morgan-** Morgan reports the nourishment process, as of last week, is down to beach access number 10 Westbound. They were far past the pier for Memorial Day weekend and are ahead of schedule. We've only heard two complaints so far. Things are going well.

**Gulf Coast Kiln Walk Society-Information Only-** Brenda Stokes- Brenda Stokes corrects her statement regarding accountability at the Sea Turtle Center. The Turtle Center is waiting on their turtles, but Cathy has run and conducted way more tours than Stokes knew about. She is

open on Saturdays for people to come in and for special events and other groups. As for the Kiln Walk, in 2017 Patti Newton wrote a documentary that she is trying to get on film about the Gulf Coast Kiln Walk and Wood fire Kilns. Also, the Gulf Coast Kiln Walk Society has gained access to the Jay Kiln property, and there are many artifacts to uncover. Patti Newton wants to screen the movie here at the Imogene Theater before it goes on TV on CBS/NBC, etc.

**Lodging Tax Update-** No update. We will have it for the Board Meeting.

**South End Requests-** None

**North End Requests-** None

**Other Business-** Liz Horton states typically in July we don't have meeting in this committee aspect. She asked if everyone is ok with that. The next meeting will be in August. Board of Directors meeting will be at Tiger Point Community Center for the rest of the year after this Thursday.

Sea Turtle Center Update- Cathy Holmes- Holmes reports on the sea turtle permit process which passed on April 8, 2016 with flying colors. They are waiting on the final inspection report and a paper copy of the permit. A software glitch has put the permit process two weeks behind, but we are still coordinating with facilities that have turtles for permanent placement. As we wait, we are not stagnant. We continue to do things to improve the facility and we're open for programs. Holmes notes the marketing issues. There was a lot of confusion about the separate organizations in the park. We've really kicked our marketing and the education aspect of our programs into high gear. Everybody is separate and have different programs which complement the other organizations. We have been very successful in not duplicating programs or not having overlap of any kind with the programs that we do.

Liz Horton motioned to adjourn, Norm Crowder Seconded. Motion passed at 9:07 a.m.