

TDC Board of Directors  
June 02, 2016  
Milton, Florida

Kyle Holley  
Jack Sanborn  
Alan Lowery  
Vernon Compton  
April Sarver  
Norm Crowder  
Liz Horton  
Julie Morgan  
Nicole Dees

Meridith South  
Sam Parker  
Al Wilson  
Don Davis  
Shannon Rice

**Lowery made a motion to approve the agenda as amended. Holley seconded, and the motion passed unanimously.**

Compton said the board was given an information piece on the Heart of Navarre Tourist Corridor projects that will be discussed at a future meeting when Rob Williamson is present.

**Holley moved approval of the May 5, 2016 minutes. Crowder seconded, and the motion passed unanimously.**

1) DSBP (Davis South Barnette & Patrick Advertising) Update – Meridith South

South gave a power point presentation on the status of advertising efforts. She said the board members were emailed a newsletter with a link to the first version of the vacation guide. South asked that the board take the next few days to review and email her with suggested changes by Monday.

South discussed the success of Memorial Day weekend snapchat filters, the consumer e-blast and this month's influencer campaign. She said DSBP is working with bloggers, youtubers and instagramers who have very large followings, to help promote the county through their resources. South reviewed the digital messages scheduled to run in June. She gave a public relations update. South gave the board a paper copy of the 1<sup>st</sup> version of the vacation guide and said Sanborn's requested website updates will be made by 9:30 this morning.

Crowder asked if before final printing of the vacation guide, the board will be provided a copy with images to review. South said she will bring a printed "mock-up" to the board meeting for review. She said the vacation guide will not be printed and finalized until January. She said it will probably be the fall before the board sees a final version.

Sanborn asked if the information South sent the board yesterday, has Google Analytics included. South said yes. Sanborn asked South if she could provide the top 10 sources of internet traffic and an interpretation of the information for the board. South said yes.

2) Request to Travel to TDT Conference from Debbie Peaden (Financial Assistant)

Morgan said the backup documentation for Peaden's request, shows it will cost \$1,240.00 for her to attend the 21<sup>st</sup> Annual Tax Conference by the Florida Tourist Development Tax Association. She said Peaden will attend the conference in Orlando, in August, where she will meet with people from other counties in her same position. Morgan said there have been a lot of changes especially with AirBNB and other things the state of Florida faces. She said she is bringing Peaden's request to the board today to make the decision. Morgan said the TDC has the funds available, in the budget, to pay for the request.

Compton said the board has approved this request in the past to assist in staying up to date on tourism tax issues and other items in the state of Florida.

**Sanborn made a motion to approve the request with the condition that Peaden briefs the board about what she learned. Horton seconded, and the motion passed unanimously.**

3) Beach Nourishment Update – Julie Morgan

Morgan said the work zone has transitioned to segment #4, westward from walkover #10 which is farther west than expected at this time. Morgan said the county website is updated on the status of the project. She said she suspects the project will be completed within a few weeks, if no issues arise. Morgan said the beach is beautiful and the quality of the sand is top notch. She said comparative sand samples have been performed and she has remained in contact with Weeks Marine, Coastal Engineer Techs, Roger Blaylock and Terry Wallace. She said her staff has kept the southend hoteliers and rental properties updated on what is going on so the information can be passed on to guests. Morgan said the work zone was west of the pier by Memorial Day Weekend. She said she was at Navarre Beach twice over the weekend and it was an extremely packed beach with a lot of families enjoying their time.

Holley asked if there were any incidents over the weekend. Morgan said she has not heard of any incidents over Memorial Day weekend.

Horton said she believes all of the board members received an email from Laurie Gallup about how the work zone affected her business. She said ResortQuest's area general manager said he believed the cost associated with any of the nourishment was approximately \$5,000.00. Horton said she did not receive as many complaints as she thought she would but still does not agree with the timing of the project. She said given what it was, she is pleased and thinks the project has moved forward very well.

4) Northend requests - None

5) Southend requests - None

6) Director's Report – Julie Morgan

a. Press Release – Florida tourism breaks another record

Morgan said a press release from the Governor stated that in March he signed for an investment of \$76,000,000.00 in Visit Florida. She said the budget has increased from less than \$30,000,000.00, over the last 3 years, because the state government sees the value in the tourist industry.

b. Articles - Morgan said she included links to three articles in the backup that were written about the area that influenced people to visit. She said she has been in contact with another travel writer/blogger who is in favor of home schooling and will hopefully visit the county in August.

c. Lodging Tax Update

Morgan said in April the county brought in \$181,378.57 which is an 8% increase over last April.

Morgan said Sanborn and the northend committee requested the statistics on the number of people who use visitor's center. She said in February there were 355 walk-ins, March 452, April 381, May 664. Morgan said these are the number of people who sign-in at the visitors center and not necessarily everyone who walks through the door. She said Sanborn also requested the number of brochure requests. Morgan said in February there were 26 brochure requests via phone or email, March 63, April 66 and May 102. Morgan said the low numbers do not surprise her or mean anything negative because vacations are planned online and digital brochures are

downloaded. South said DSBP sends out 300 – 1000 digital brochures per month. Morgan said she will provide the board a combined quarterly report going forward.

Morgan said she appreciates all of the people that have been working hard to make this season great. She said the Bagdad Mill Site opening was phenomenal. Morgan said it is a beautiful facility with plans for improvements in the future.

Compton said when you do a lot of work in marketing and advertising you realize how important high quality products are. He said he compliments South and DSBP for doing a good job in capturing all parts of the county.

Sanborn said the photo shoots have been outstanding. He asked Morgan if there is an update on the strategic plan and if Dees has an update on the grants requests. Morgan said the Board of County Commissioners passed the agreement for 25% down with DRMO pros. She said the county legal staff is in the process of getting contracts signed. Morgan said the available dates are the first week of November. Dees said the county has secured the week of October 31<sup>st</sup> – November 4<sup>th</sup>. Morgan said the final 75% payment will come out of next year's fiscal budget. She said DRMO pros will contact her, ahead of time, to discuss the history, background and future goals of this organization as it represents and integrates with the county government.

Sanborn asked how many grant requests were received and if expectations were met. Morgan said 18 grants requests were submitted. She said \$75,000.00 was budgeted and the total came in at \$77,800.00 in requests. Morgan said some of the requests are repeats and the board will review them on June 7<sup>th</sup>. She said in the next couple of days the board will receive a spread sheet that shows the applications submitted, the event, date of event and amount requested along with the backup documentation. Morgan asked the board members to review the spreadsheet and backup documentation before the meeting on June 7<sup>th</sup>. She said she likes when people submit requests asking for help because it is what the TDC is here for; to promote tourism events that are bringing in tourists and community based events as well. Morgan said Dees is to be commended for a job well done; assisting the applicants and compiling the data for the board.

#### 7) Other business - Added to agenda

##### a. General Information – Brenda Stokes (Gulf Coast Kiln Walk Society President)

Stokes said every January, local and regional potters, high school and college students get together to fire the two historical kilns in Holley Navarre. She said it takes the whole month to glaze, load and fire both of these kilns. Stokes said one of the kilns is the Ralph Howard Phillips Kiln that was located in the community of Jay. She said Phillips passed away in the mid 50's and the Gulf Coast Kiln Walk Society was able to secure, with the county's help, and move the kiln. Stokes said according to the state it is still the only reconstructed wood fueled kiln in the state. She said after the kiln is fired, it takes about two weeks to cool and the Kiln Society usually has a guest speaker.

Stokes said next year's guest presenter is going to be producer/director Patti Newton. She said Newton has done a lot of films and documentaries for PBS. Stokes said Newton has an hour long documentary ready called Alchemy: Portrait of a Wood Fire Kiln. She said the documentary will show at the Imogene Theatre the second Friday in February.

Stokes said Newton is going to be the basic theme for the project this year. She said the Kiln Society has permission to go into Phillips site where he still has a lot of pottery. She said the new owners of the Phillips site are letting the Kiln Society remove anything they can find, before reselling the property.

Stokes said last years opening was a great success and the Kiln Society did a seafood cook-off for the first time raising \$2,000.00 for scholarships and the art programs. Stokes said she hopes for a repeat this year.

Sanborn asked what is the date for the original construction of the kiln in Jay. Stokes said it was constructed in 1942 and the kiln has a great history. She said Phillips is documented in Alabama in several books. Sanborn asked if Stokes has any of the pieces that were fired there. Stokes said yes. She said Phillip's family will donate artifacts once the museum is completed.

b. Added to agenda – Cancel July Meeting

Compton said the northend committee discussed canceling the July meeting being it is in peak tourist season.

Horton said the southend committee is in agreement.

**Horton moved that the board postpone the next meeting until August. Sanborn seconded and the motion passed unanimously.**