

Santa Rosa Tourist Development Office  
North End Committee  
August 29, 2016  
8:30 a.m.

**Board Members**

Vernon Compton  
Alan Lowery

**Attendees**

Adrienne Walker  
Meridith South

**Attendees**

Nicole Dees  
David Creamer  
John Norton

**8:30 a.m. Sign-In**

**Additional Agenda Item- None**

**Abstain from Vote/CE Form 8B -Vernon Compton**

Vernon Compton gave an explanation of CE Form 8B and the conflict which was the Nature and Trails Workshop/Connecting Regional Trails. Compton also read the details of the disclosure of local officer's interest portion of the form aloud.

**TDC BOD Position of Kyle Holley Expiring Oct./Letter of Interest- Vernon Compton**

We have one letter of interest, from Kyle Holley, for the open TDC Board position. The position was advertised in three newspapers and also on the County Website.

**DSBP Update- Meridith South**

We have a new Website up for Beaches To Woodlands and we're printing a trifold flyer that all the management companies, attractions, and visitor center will have. We will also do the regular newspaper ads and include Pandora and Digital buys. In September we're having the photo shoot around the 17<sup>th</sup>/18<sup>th</sup>. We're having a FAM Tour October 6<sup>th</sup> through 9<sup>th</sup>. There are at least three travel writers so far. We also want to have another Lunch and Learn in October to address questions we are getting on PR.

**Medical Tourism Discussion – Meridith South**

We went with Julie to meet with Andrews Institute in Gulf Breeze. When people/Doctors come for conferences/seminars, they normally send them to Portofino or go to one of the hotels in Pensacola. We are helping to encourage them to stay in Santa Rosa County. The thing that we can help with the most is their skills lab. where they bring in doctors or professional association about six to eight times per year. We're hoping some of the condos on the beach will give special packages to compete with

the Portofino rate that they give and also that the Hamptons will help out. We will provide brochures that they can provide at their trade shows and the people coming to the conferences to let them know about things to do here and places to stay in order to keep the bed taxes in the county.

**Sports Tourism Discussion-** Meridith South

The South East Volley Ball Tour is coming September 17<sup>th</sup>/18<sup>th</sup>. The reason this is important and Navarre Beach is hosting this event is because they are trying to get the main event in two years. This is one of the smaller events that will lead to three events for the AVP next year. If those three events go well, they can get the main championship event which means ESPN and the whole nine yards the following year.

**Confirmations of a Quorum-** We have a Quorum. Alan Lowery motioned to approve Agenda, John Norton seconded. Motion Passed and Agenda was approved.

**Approval of August 1, 2016 Minutes-** Motion to approve by Alan Lowery and seconded by Adrienne Walker. Motion passed and Minutes were approved.

**Calypso Turtle Discussion-** Nicole Dees

Turtle #2 is in. Julie recommended we put him at the visitor center in Navarre to tie in with the I-10 location and visitor centers first. Photos will be in the board agenda supporting documents.

**North End Requests-** None

**South End Request-** None

**Other Business-** Vernon Compton

Vernon Compton gave more information about the Connecting Nature and Commerce workshop and what it focuses on. It's about connecting commercial/urban areas like Milton/Bagdad, Pensacola, and the coastal trail along the beach. It is places where you can't actually have ATV trails in urban areas. This is non-motorized and mainly walking/bicycle, and in some of the more natural areas; can also be inclusive of equestrian/horseback riding. A lot of where we have gaps in the most difficult parts of what we're trying to do is more related to in the urban areas where we don't have infrastructure for people to walk, bicycle or move around and connect to these natural areas. Some other areas that were highlighted are Gulf Islands National Sea Shore and our coastal areas where it's really difficult to put in any type of sidewalk or bike path. Another is highway 191 going up to Blackwater where some accidents have occurred and tends to be a regular conflict area. The Pensacola Bay Bridge is also a part of the connecting nature and commerce and it does tie in to Santa Rosa County.

**Alan Lowery Motioned to end Meeting, Adrienne Walker seconded. Motion passed 9:20 a.m.**