

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

Board Members	Attendees	Attendees	Attendees
Liz Horton	Robert Peterzen	TJ Goulet	Cathy Holmes
Norm Crowder	Yvonne Harper	Angie Lee	Nicole Dees
	Brenda Stokes	Mary Peterzen	Meridith South
	Chanda Ryan	Judy Morehead	Jamie Gentry
	Robert Peterzen	Michelle Terry	Debby Mason

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

Additional Agenda Items

County Project
Sea Turtle Update
Focus Groups/Committee Meetings

Approval of August 2, 2016 Minutes- Motion to approve by Norm Crowder and seconded by Mary Peterzen. Motion passed and Minutes were approved.

Calypso Turtle Discussion- Nicole Dees

Our second turtle has arrived and is almost ready for unveiling. There will be photos at the board meeting. Julie's recommendation is for him to stay here in the lobby at the Navarre Visitor center tying in with the I-10 location and visitor centers first.

DSBP Update – Meridith South

Beaches To Woodlands is happening, we have a new Website up and all the advertising is starting. We're introducing something we would like to call the adventure pass. This will be a PR Pass for travel writers. We're doing the FAM Tour October 6th through 9th and we have about four writers so far that are coming and another five that are looking at coming. We have heard that some of the vacation rental companies sometimes bring in their own writers and when they come in they need to have something to help coordinate them. On the back of it, we're going to give the attractions, restaurants, etc. an opportunity to put some type of offer for the travel writers. For example; restaurants might give a buy one, get one free or attractions may want to give a discount offer for them. Vacation rental management companies can hand it out to them. They can show the writers what is available in the county. We will also be hosting another Lunch & Learn in October. This will be a public relations based lunch and learn. Our PR Director will be here and will talk about all we do in the public relations world and what we can do to help your individual companies and how you can get involved. We hope to do our photo shoot around September 17th/18th.

Sports Tourism Discussion- Meridith South

The South Eastern Volley Ball Tournament is also the weekend of September 17th/18th out at the pier which is a great opportunity for us to work into Sports Tourism. This is a prep event to get the three mini events for the AVP next year. If all of those events go well, we will get the main event for the AVP the next year. The main event is a big deal and brings ESPN along with a lot of spectators.

Medical Tourism Discussion- Meridith South

We met with Julie at Andrews Institute a few weeks ago. They have a lot of conferences and things where they bring in doctors and professional associations into their skills lab where they train and teach. They do about eight events per year and bring in about a hundred to two hundred people per event. Currently, the people stay at Portofino which gives them a great rate to stay there. Julie has talked with them about being in Gulf Breeze and bringing the money into Santa Rosa County putting the bed taxes here. We're hoping some of the rental management partners on the beach might help us with a good rate so we can give it to them. We're talking with the Hamptons also. We will provide them with a brochure to use at trade shows and give to doctors when they come telling them about Santa Rosa County and staying here.

South End Requests- None

North End Requests- None

Other Business**Brandi Whitehurst County Video Creative- Chanda Ryan**

Chanda Ryan presented information from the Santa Rosa County Face Book Page: Santa Rosa County is taking up Justin Timberlake's can't stop the feeling music video challenge. Show us how much you love living, working, and playing in Santa Rosa County by sending us your submissions for the video we are making about our wonderful county.

Sea Turtle Update- Cathy Holmes

Gigi is doing well. It took her 45 minutes to get use to her tank. We're installing a waterfall for her interaction. We've had 1,800 visitors in 15 days. The Sea Turtle Conservation Center is also working on a new brochure with hours of operation.

Focus Groups/Committee Meetings- Liz Horton

Starting in October, there will be a focus group every other month. On the other months, there will be a meeting like this one; a joint meeting of North and South Ends. So, it kind of helps both parties in that a focus group gets everyone together within a certain focus and that information is brought to this meeting. A board member will head it and whoever is in that area, for instance if it's accommodations, anyone in accommodations would attend that focus group.

Liz Horton called for a motion to end meeting; Norm Crowder made a Motion and Chanda Ryan seconded, Motion passed; 9:21 a.m.