



Santa Rosa County Tourist Development Office

8543 Navarre Parkway
Navarre, Florida 32566

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Board of Directors
Wednesday, May 20, 2015– 8:00 a.m.
Economic Development Office
6491 Caroline St. Suite 4

BOARD MEMBERS

Alan Lowery
Vernon Compton
Mike Loera
Jack Sanborn

Liz Horton
Laurie Gallup
Commissioner Williamson

ATTENDEES

Meridith South
Romi White
Karen Harrell
Julie Morgan
Chanda Ryan
Sandy Kemp

Roy Andrews
Brenda Stokes
Mary Derrick
Al Wilson
Susan Poggione

8:05 a.m. Sign –In Confirmation of a Quorum-Mike Loera

Additional Agenda items-Traffic to Navarre Beach. Julie Morgan asked to remove Debbie Peaden conference request.

Approval of the April, 15, 2015 Minutes-Vernon Compton motioned to approve. Alan Lowery seconded. Minutes were approved.

Sunshine Laws- County Attorney, Roy Andrews explained the Sunshine Laws. The TDC Board Members are subject to Florida Sunshine Laws. This includes phone, Texting, E-mail any social media. Laurie Gallup would like Commissioner to elect an alternate if Commissioner Williamson could not be at the meeting. Roy Andrews said that was not necessary.

Report and Update – DSBP Advertising-Meridith South gave an update on the website and showed the new map.

Lodging Tax update – Julie Morgan

North End -none

South End -Fishing Rodeo request for \$10,000- Sandy Kemp went over the Marine Sanctuary request for \$10,000. Laurie Gallup wanted to make it a signature event. Julie Morgan said that there is money available for our signature events. She wanted to know if there is any follow-up on the last 2 events. This would be a sponsorship. Commissioner Williamson said he liked the event and would like information on past events before the final vote. He wants all events to be treated consistently. Laurie would like to have an approval. Commissioner Williamson said we need the information first.

Beaches to Woodlands-Karen Harrell said it has been 6 years for the tour. She spoke about all the events require giving back to the community. We should be starting on this now. She would like more cooperation with the Bed Tax Collectors. Karen would like to see a Haas Study done on the impact on the community. Brenda Stokes said her business has increased ten fold since the tour started. Vernon Compton motioned to approve \$35,000 contract

Sand Sculpting-Julie Morgan gave an update on the event. The TDO is considering a Different time and maybe tied in with the Chambers Fun Fest.

Travel information-Julie Morgan gave a spreadsheet of the Travel Shows and Trade Shows. Vernon Compton said that is one of the reasons Julie was hired because it was her strengths that she had those connections. She will make monthly updates on those shows.

Other Business: Navarre Beach Traffic Problems-The Traffic Roundabout was brought up again. Commissioner Williamson said for the Board to bring it up to the County Commission again. He is going to ask Shawn Ward and ask him about the last study. Laurie Gallup said until then we need someone to direct traffic.

Restore- Vernon Compton gave an update on the scoring council and all the ones we recommended are still in.

Sign-Brenda Stokes commented on the sex offender signs.

Jack Sanborn-said that Total Divas is taping at Adventures unlimited.

Meeting was adjourned 10:25