

# SANTA ROSA COUNTY TOURIST DEVELOPMENT COUNCIL

## BOARD OF DIRECTORS MEETING

December 18, 2013 3:00

### Board Members

Jack Sanborn    Shanean Ridgley    Nancy Sandler  
Mike Loera    Kyle Holley    Mike Sandler  
Liz Horton    Laurie Gallup    Kate Wilkes

### Attendees

Angie Lee  
Romi White  
Susan Poggione  
Kristen Loera

**Jack Sanborn called the meeting to order at 3:00**

**Additions or corrections to the agenda-**Kate Wilkes wanted to include placement of Compass Family Travel Insert and AAA Magazine. Send a donation to the "Relay for Life" in the name of the TDC for Clayton White's wife.

### Approval of minutes of November 20, 2013

Kyle Holley motioned to approve the minutes with the changes Kate Wilkes made, Mike Holley seconded, and minutes were approved.

### Financials

Kate Wilkes presented the financials for end of year is up 11.9% over 2011-2012. October was 18% over 2012 and 20% over 2011. Kyle motioned to accept the financials, Liz Horton seconded. Financials were approved.

### Statistical Reports from al.com and Compass

Kate Wilkes went over the Statistics from al.com and Compass. She said we are covered until end of January

### Gulf Coast Snowbird Advertising

Kyle Holley motioned to approve placing in the Gulf Coast Snowbird magazine in Jan., Feb., and March. Liz Horton seconded. Motion passed.

**SE Recommendation to give Kate the authority to approve advertising up to \$50,000.** Laurie Gallup made a motion to authorize the placement of ads in an aggregate amount up to \$50,000. Shanean Rigley seconded. It passed.

**VIC Sign-**Mike Loera wanted to include "Florida's Playground" on the sign

he meeting was adjourned.