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SANTA ROSA TDC BOARD OF DIRECTORS MEETING
Wednesday, February 19, 2014

Board Members

Kyle Holley
Michael Loera
Dewitt Nobles
Laurie Gallup

Liz Horton
Shanean Ridgley
Jim Melvin

Attendees

Guy Barton
Kristen Loera
Jewell Page
Randy Jorgenson
Vernon Compton

Hunter Walker
Romi White
Kate Wilkes
Kay Maghan

Meridith South
Dave Barnette
John McKie
Susan Poggione

Jim Melvin called the meeting to order at 3:00

Additions and corrections to agenda

Add Hunter Walker to the agenda. He explained the transfer of the TDC to the county.

Approval of the minutes

Laurie Gallup motioned to approve the minutes of January 15, 2014, Dewitt Nobles seconded. The minutes were approved.

Financials-

Kate Wilkes reported on the financials. She reported that the county was up 29% for the first quarter and up 18% for December. She reported on Bed Taxes for the last 10 years. Laurie Gallup motioned to accept the financials, Shanean Ridgely seconded. Financials were accepted.

DSBP Report and update on advertising and statistics-Newsletter

Meridith South introduced Dave Barnette, John McKie, and Kay Maghan. They explained different aspects of the marketing plan and went over the statistics. Mike Loera proposed to get information on a GoPro camera, Jim Melvin seconded. Motion was passed

TDC Chair nominations

Jack Sanborn and Mike Loera were recommended from the NE and SE committees. Mike Loera was elected. Commissioner Melvin motioned to elect a new chairman on the last workday in the budget year. Kyle Holley seconded. The motion passed.

NE Grant Recommendation

Santa Rosa Arts and Culture Annual Riverwalk Festival- Laurie Gallup motioned to approve \$4,000, Liz Horton seconded. The motion Passed.

FlatHead Catfish Hunters- Laurie Gallup motioned to approve \$500, Shanean Ridgley seconded. Motion passed.

SE Grant Recommendations

Boo Weekley Golf Tournament- Laurie Gallup motioned to approve \$20,000 Grant, Liz Horton seconded. It was passed.
Navarre Beach Songwriter Festival- Dewitt Nobles motioned to grant \$10,000 to be used for other than advertising, such as promotional items, signs, etc., purchased locally if possible. DSBP will do the advertising. Kyle Holley seconded. Motion passed

Director Report

Kate went over the written report.

Dewitt Nobles motioned to try TV and Radio in the Atlanta market, Laurie Gallup seconded. Motion passed.

Meeting was adjourned.