

**SANTA ROSA TDC BOARD OF DIRECTORS MEETING**  
**Wednesday, January 15, 2014**

**Board Members**

Kyle Holley  
Michael Loera  
Dewitt Nobles  
Laurie Gallup  
Liz Horton  
Jack Sanborn  
Jim Melvin

**Attendees**

Nancy Sandler  
Kristen Loera  
Jewell Page  
Randy Jorgenson  
Vernon Compton  
Tiffani Bageant  
Romi White  
Kate Wilkes  
Susan Poggione

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

**Additions and corrections to agenda**

Jack Sanborn wanted to talk about accomplishments of TDC.  
Jack Sanborn talked about the dynamics of success  
Welcomed Dewitt Nobles to the TDC Board of Directors  
Report on the Snow Bird Poker Run  
Report on the Bed Taxes

**Approval of the December 18<sup>th</sup> minutes**

Kyle Holley said that he didn't motion to appropriate funds for a Master Plan for the Navarre Beach Marine Park area. The motion will be stricken in the final minutes.  
Laurie Gallup wanted to add that She did not agree that a RFP Committee was established.  
Laurie Gallup motioned to Strike the comment on RFP Committee, Commissioner Melvin seconded. The Motion passed.  
Commissioner Melvin motioned to approve the minutes with the changes, Liz Horton seconded. The minutes were approved.

**Financials-**

Kate Wilkes reported on the financials. Commissioner Melvin motioned to accept the financials, Kyle Holley seconded. Financials were accepted.

**TDC Chair nominations**

Procedure is for the SE and NE committees to discuss in February and give suggestions for the February TDC BOD.

**Donation to Relay for Life for Clayton's wife**

Donations requested

**LED SIGN**

Commissioner Melvin motioned to approve 2<sup>nd</sup> sign, Dewitt Nobles seconded, it was approved.

**NE Recommendation**

**Thomas Cameron Grant for \$1500.** Laurie Gallup motioned to approve, Mike Loera seconded. It was approved.

**RFP for Marketing/Advertising firm update**

5 firms will be interviewed by BOCC on January 27<sup>th</sup>, for 30 minute sessions. TDC will provide questions to Commission prior to January 27<sup>th</sup>.

**Director Report**

Snow Bird Report-Susan Poggione gave update on Poker Run on January 17, and on the 13<sup>th</sup> of February Snow Bird event  
Bed Tax report-  
Jack Sanborn suggested a monthly Newsletter  
RESTORE Kate worked with Athina to set criteria for tourism

FADMO-Kate reported being appointed to board.

SAFER DESIGNATION- Santa Rosa is the only County awarded the SAFER designation. It will be awarded at the Commission Meeting on January 23<sup>rd</sup>.

**Staff Procedures-** Go through Kate with any requests

**Newsletter-** Kate will do a newsletter with our news and accomplishments and an annual report.

Kyle Holley made a motion to do a newsletter and an annual report, Mike Loera seconded, motion passed.

Laurie Gallup made a motion to get the agenda 3 days in advance of meeting, Mike Loera seconded. The motion passed.

5<sup>th</sup> cent will go into effect June 1<sup>st</sup>.

Kate will get last 10 years of tax collections.

Mike Loera motioned to adjourn, Commissioner Melvin seconded, and meeting was adjourned at 4:20.