

2

**SRC Tourist Development Council
Board of Directors Meeting
November 20th, 2013**

Board Members

Jack Sanborn
Mike Loera
Shanean Ridgley

Laurie Gallup
Kyle Holley (phone)

Attendees

Nancy Sandler
Kristen Loera
Charlene Mauro
Dave Barnette
Kate Wilkes
Rob Williamson

Romi White
Karen Harrell
Chanda Ryan
Angie Lee
Susan Poggione

The meeting was called to order by Jack Sanborn, at 2:05

Additions or corrections to agenda

Beaches to Woodlands update

Problems with Minutes

Approval of the October 16th and October 29th, 2013 meetings

Correct wording to say Laurie Gallup heard MDi had not paid a vendor.

Shanean Ridgley motioned to accept minutes, Laurie Gallup seconded, and Minutes were approved with correction. Laurie Galllup requested the minutes be sent 3 days before the meeting.

Financials-Kate Wilkes

Kate Wilkes reported that September was up 15.8% and Year to Date was up 11.9.

Motion to approve the financials as submitted, by Laurie Gallup, second by Mike Loera, the financials passed.

October Statistics

Kate Wilkes went over the statistics from SEO.

BTW Update

Karen Harrell gave update on Beaches to Woodlands tour 2013.

Update on extension of BP grant and RFP for Advertising Agency

Kate Wilkes went over the extension until March 1st. A RFP has been posted for an Advertising Agency.

South End Recommendations for advertising placements

Kyle Holley motion to confirm the ad placement as recommended by the SE committee. Laurie Gallup seconded, motion was passed.

Southern Living - to be moved to May, 2014, Kyle Holley amended his motion to reflect this change.

of Digest – O.K.

School House-discussed adding Marine Beach Park.

Gay and Lesbian-use last year's ad with new logo.

Compass

Marlene Mauro

Gave update on the Discovery Center and asked for an adjustment to modify approved grant for \$ 5,000 for staffing to marketing. Laurie Gallup made a motion to adjust grant from personnel to marketing. Mike Loera seconded. It was passed.

Jack Sanborn talked about the Minutes of November 28, 2012

Mike Loera motioned we purchase a new recorder with stand. Shanean Ridgley seconded. It was approved.

Mike Loera motioned for adjournment, Shanean Ridgley seconded. Meeting was adjourned.