

## **SRC Tourist Development Council**

### **Board of Directors Meeting**

**Wednesday, 3:00 pm**

**October 16, 2013**

**final**

#### **Board Members**

Jack Sanborn  
Michael Loera  
Kyle Holley

Shanean Ridgley  
Liz Horton  
Laurie Gallup

#### **Attendees**

Kate Wilkes  
Susan Poggione  
Mike Sandler  
Romi White

Karen Harrell  
Nancy Sandler  
Chanda Ryan  
Dave Barnette

Kristen Loera  
Gina Gregory  
Ira Patrick

The meeting was called to order by Jack Sanborn, at 3:03

#### **ADDITIONS OR CORRECTIONS TO AGENDA**

Laurie Gallup and Karen Harrell made additions to the agenda; Karen Harrell gave an update on BTW. Laurie Gallup wanted to add Sand Sculpting Venders payments, and bed counts.

#### **APPROVAL OF THE MINUTES**

Mike Loera motioned to approve the minutes, Laurie Gallup seconded with the correction that Kyle Holley seconded the minutes of August 21, 2013. Minutes were approved.

#### **FINANCIALS-KATE WILKES**

Kate Wilkes presented the financial reports. Kate Wilkes explained the anticipated budget for next year.

#### **MDI MARKETING AND UPDATE**

Gina Gregory passed out the newsletter and gave an update on the preliminary 1<sup>st</sup> Quarter Media Buys plan and placement. Talked about the Sand Sculpting event. Mike Loera made a motion to approve \$8,000 for the 1<sup>st</sup> quarter plan and postcard, Laurie Gallup seconded. It was approved.

#### **RFP for advertising agency**

Mike Loera said that we should only accept RFPs from companies within a hundred miles. Jack Sanborn suggested Vernon Compton help with the RFP process. Kyle Holley motioned for a special meeting to explain the methodology led by Vernon Compton, Seconded by Shanean Ridgley. It was passed. Mike Loera motioned to continue with the RFP process, seconded by Laurie Gallup. It was passed.

**Navarre Beach Beautification Irrigation** requests- Laurie Gallup motioned to approve \$14,500 for the Wallace Company. Kyle Holley seconded. It was approved.

**Navarre Beach Beautification-Annual Maintenance.** Laurie Gallup motioned to approve. The Annual Maintenance request for \$47,179. Liz Horton seconded. It was approved.

**Butterfly House.** Laurie motioned to approve the request for \$1,600, Kyle Holley seconded. It was approved.

**Navarre Beach Chamber foundation for Marine Sanctuary .** Laurie Gallup motioned to approve \$64,000, \$25,000 from SE and \$39,000 from TDC general fund. Liz Horton seconded, and it was passed

#### **NORTH END REQUESTS**

Santa Rosa County Fair Grand Opening for \$25,000 and \$2,500 for Promotion of Fair. Motion to approve both requests made by Kyle Holley, Mike Loera seconded. It was passed.

**BEACH HOTEL UPDATE-** Kate gave information on plans for new hotel.

**RETIRING TDC MEMBERS-**Recognition for retiring members in January. Kyle Holley is to head the planning committee.

**BTW UPDATE-** Karen Harrell gave update- website used for cancellations. Karen said that Beach TV recorded lots of footage that we can use during the year.

**SAND SCULPTING VENDORS-**Laurie Gallup said that she heard MDI had not paid a vendor. Kyle Holley said to withhold payments to MDI until things are resolved. Jack Sanborn said next time we need the company to post a bond.

Laurie Gallup motioned that Kate Wilkes go to the County Attorney for permission to contract with another company and release from MDI, Kyle Holley seconded. It was passed.

**COUNT OF BEDS-** Laurie Gallup would like to identify how many beds are available on Navarre Beach.

**PLANNING MEETING-**November 20<sup>th</sup> to start at 2:00 PM

**TOUGH MUDDER-** will be March 28<sup>th</sup> – March 29<sup>th</sup>.

Motion to adjourn by Laurie Gallup, seconded by Liz Horton. Adjourned at 4:55