

**TDC - Board of Directors  
September 16<sup>th</sup>, 2015 – 8:00 a.m.  
Navarre Visitor Center  
Navarre, Florida**

**Board Members Present:**

Mike Loera  
Jack Sanborn  
Vernon Compton  
Alan Lowery  
Liz Horton  
Kyle Holley  
Rob Williamson

**Attendees:**

Julie Morgan	Nancy Sandler
Meredith South	Mary Petersen
Nicole Dees	Mat Pellegrino
Al Wilson	Gail Acosta
Brandy Kea	Mike Simpson
Mike Sandler	Chanda Ryan

**8:10 a.m. - Call to Order by Loera**

**Additional Agenda Items**

Sanborn said he would like to discuss having a planning session regarding the Tourist Development Council's strategic plan. He suggested having a trained facilitator for this session. Williamson discussed the possibility of needing to go through the RFP (Request for Proposal) process for a facilitator. Morgan said she will discuss this further with Roy Andrews (County Attorney).

**Approval of the August 19, 2015 Minutes**

Williamson moved approval. Compton seconded and the motion passed unanimously.

**TDC BOD Board Positions**

Loera said three letters of interest were received to replace the two vacating seats. He said the letters of interest received were from Jack Sanborn, Norm Crowder with Santa Rosa RV Park and Angie Lee with the Hampton Inn Suites in Navarre.

Morgan said the northend committee recommended retaining Sanborn. She said the southend committee recommended Norm Crowder and Angie Lee.

Williamson said Norm Crowder has a wide range of community involvement. He said he is in favor of retaining Sanborn.

Loera said he feels both applicants should present their case, as to why they should be on the Tourist Development Council Board of Directors (TDC BOD), before the Commissioners at the Board of County Commission meeting. Compton said he agrees with the two applicants giving a presentation to the Board of Commissioners but feels the TDC BOD should recommend retaining Sanborn.

**Compton moved approval to retain Sanborn to the TDC BOD. Holley seconded and the motion passed unanimously.**

Loera moved approval to request both Norm Crowder and Angie Lee attend the Board of County Commission meeting to present their case as to why they should be selected to the TDC BOD. Holley seconded. The motion failed with Lowery, Horton, and Compton in opposition.

Williamson said he would be in favor of recommending both applicants present their case, to the Board of Commissioners, but that does not mean the BOD is recommending both of them for the position. Compton said this motion was moving them both forward as the TDC BOD recommendation.

**Williamson moved to recommend Crowder to the TDC BOD. Sanborn seconded and the motion passed by majority vote. Loera opposed.**

Horton said she feels the TDC should reach out to these applicants to let them know when the Board of Commission meeting will be held, in case they would like to present their case to the Commissioners.

### **Aid To Private Organizations Applications**

Morgan said there is a spreadsheet of all the submitted applications in the backup material. She said the TDC has budgeted \$70,000.00 for events this year.

Williamson said he likes the idea of funding all of the events at the events historic funding levels. He said he recommends approving all of the historical events that have been funded by the TDC in the past and maintain the historic funding level.

**Sanborn moved approval of the Gulf Coast Clay Conference and Kiln Festival at \$5,000.00. Compton seconded.**

Williamson recommended the BOD go through each event and then approve the total package and a funding total, instead of making a motion on each event.

Morgan said the Country on the Sound event needs to come off of this list. She said this event has already been approved.

There was further discussion of each event on the 2015-2016 TDC grant application spreadsheet (Attachment in file).

Nancy Sandler said she requested \$1,000.00 for the Run for the Reef event. She said she submitted her application early and was judged under different criteria. Sandler said the funding for this event was cut in half instead of being doubled. She asked if it is possible for her to submit a supplemental request and have her request re-evaluated under the new criteria.

Williamson said he feels Sandler has a valid request and he would be in favor of an additional \$500.00 for the Run for the Reef event this funding cycle.

**Holley moved approval of an additional \$500.00 to the Run for the Reef event from 2014-2015 funds. Sanborn seconded and the motion passed unanimously.**

Morgan clarified the event list, so far, and the funds applied to each event (noted below):

- Gulf Coast Kiln Walk Society - \$5,000.00
- Southern Raceway - \$5,000.00
- Munson Heritage - \$3,000.00
- Darkhorse Productions - \$2,000.00 (\$1,000 for advertising through TDC advertising agency and \$1000 for talent)
- Navarre Beach Songwriter Festival - \$5,000.00 (\$2,500 for talent and \$2,500 for advertising through TDC advertising agency)
- Navarre Krewe of Jesters - \$4,000.00
- Pirates on the Panhandle \$3,000.00
- West Florida Railroad Museum - \$3,000.00
- Arc Emerald Coast - \$2,000.00

There was further discussion regarding the Tough Mudder event.

Holley said he feels some kind of a shared regional approach to keeping this event here, is better than just one person supporting the bill. He said he feels it would be good to invite the Tough Mudder organizers to meet with Williamson, Ogletree and Morgan. Williamson said he feels it is important that Holley also be at the meeting. There was discussion regarding the Sunshine Law. Williamson said since Commissioner Lynchard does not serve on the TDC BOD there would not be a Sunshine Law violation with Holley and Lynchard both meeting. He said this board could also reach out to Pensacola Sports Association and try to coordinate an event. Holley said he would like to see if neighboring counties will support an initiated sort of cultivated “thing” from Santa Rosa County. He said he would like to see what happens with this in the arena of tourism.

**Williamson moved approval of \$32,000.00 for TDC total grant request and not to exceed a \$5,000.00 DSBP support. Holley seconded. The motion passed unanimously with Compton and Sanborn abstaining from the vote of the Munson Heritage Festival event.**

### **Lodging Tax Update**

Morgan discussed the lodging tax report numbers for the months of June and July.

### **Director’s Report**

Morgan discussed the Beaches to Woodlands Tour. She said the Studer Group ran a story on the Beaches to Woodlands Tour and the growth of agri-tourism. She said Holland Farms has a new wedding barn that will be completed in early November. She said she met with the 4-H agriculture extension group and this group wants her to start being more involved in the county fair. She said she recently attended the Florida Governors conference. She discussed Visit Florida’s marketing strategy and fall campaign. She said she was appointed to Visit Florida’s Visitors Services Committee and the first meeting will fall at the same time as the TDC BOD December meeting. After further discussion the TDC BOD agreed for Morgan to attend Visit Florida’s meeting and reschedule the TDC BOD December meeting.

Holley discussed a “scouting trip” down Blackwater River on October 13<sup>th</sup>. He said this trip is to locate areas of log jams, in hopes of creating a route that could be leveraged to bring paddling groups to this area. Sanborn said Escambia County has an extensive trip that goes from the rivers to the bay.

**Report and Update –DSBP**

South said there was a mention of Navarre Beach by USA Today regarding Juana’s Labor Day Duck Derby.

**Snowbird discussion**

Sanborn asked South about the Snowbird Publication. South said she is still looking at this. She said in the past, with the exception of last year, DSBP has done a half page or quarter page ad.

**Other Business -Meeting TDC BOD Locations & Times**

Morgan said beginning in October the BOD meeting will be the first Thursday of the month at 8:30 a.m. at the Tiger Point Community Center. She said the BOD meetings will be at this location October, November and December.

**North End requests – None**

**South End Requests – None**

**The meeting adjourned at 11:00 a.m.**