

SANTA ROSA COUNTY TOURIST DEVELOPMENT COUNCIL

Wednesday, April 16, 2014

Santa Rosa County Chamber

Board Members

Mike Loera
Jack Sanborn
Laurie Gallup
Dewitt Nobles

Shanean Ridgley
Liz Horton(Phone)

Attendees

Nancy Sandler
Susan Poggione
Randy Jorgenson
Don Davis

Kate Wilkes

Romi White

Meridith South

Mike Loera called meeting to order at 3:05

Additions or Corrections to agenda

Add Fishing Rodeo to the agenda and add Nancy Sandler to the March minutes and new computer for Nicole.

Approval of March 19, 2014 minutes.

Dewitt Nobles motioned to approve minutes, Shanean Ridgley seconded. The minutes were approved.

Financials- Kate Wilkes presented the financials. Mike Loera motioned to accept the financials, Shanean Ridgley seconded. Financials were accepted.

DSBP reported on the advertising, marketing plan, BP funds and statistics. Kate to reserve the pavilions in the Marine Park for the Sand Sculpting Festival and to check on sponsors. Laurie Gallup motioned to approve \$8,000 for the Visit Florida insert from Collinson, Dewitt Nobles seconded, motion was approved. Meridith discussed the Florida's Playground Trail signs and locations. Kate is to get the sign regulations from the county.

North End Request- Dewitt Nobles motioned to approve a \$5,000 grant for the city of Milton for construction of stage. Jack Sanborn seconded, if other entities could use it, and if they have insurance. Motion passed.

Fishing Rodeo request for \$10,000. Shanean Ridgley motioned to approve \$10,000, Dewitt Nobles seconded. Motion passed.

New Computer – Laurie Gallup motioned to approve up to \$2,000 for Nicole' computer, Jack Sanborn seconded. Motion approved.

Statistics-Jack would like to have statistics for this year and compare to last year.

Director's Report

Spoke with County Attorney-See e-mail

10,000 more beach flag warning available

BOCC meeting-Marine EDGE Request approved

Kay and Meridith tour the South End attractions

Meeting with Jeff Helms from Adkins and Shannon Ogletree, SRC Economic Development regarding RESTORE

Letters to bed tax collectors regarding new telephone warning system

Software for sign training and software to Emergency Management

RESTORE meeting-criteria for tourism

Meeting was adjourned at 4:50