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SRC Tourist Development Council  
Board of Directors Meeting  
Wednesday, 3:00  
May 15 , 2013

*Draft*

Board Members

Vernon Compton

Mike Loera

Jack Sanborn

Clayton White

Kyle Holley

Dorothy Slye

Jim Melvin

Attendees

Romi White

Meridith South

Susan Poggione

Laurie Gallup

Lauren Coogle

Karen Harrell

Kate Wilkes

**1. The meeting was called to order by the chair, Vernon Compton at 3:05 PM**

**2. ADDITIONS OR CORRECTIONS TO AGENDA**

**3. APPROVAL OF MINUTES-April 17, 2013**

Kyle Holley approved the minutes, Commissioner Melvin seconded.

**4. FINANCIALS-KATE WILKES**

Kate Wilkes presented financial reports. Dorothy Slye made a motion to approve the financials; Jack Sanborn seconded, financials were approved

**5. NORTH END**

The Blackwater 48<sup>th</sup> Annual Field Trial Grant. Lauren Coogle asked for \$500 for advertising.

Motion for approval by Dorothy Slye, seconded by Jack Sanborn.

**6. MDI MARKETING AND STATISTICAL UPDATE-MERIDITH SOUTH**

Discussed the Statistical reports.

Meridith presented a new mobile app, motion to approve was made by Commissioner Melvin, it was seconded by Kyle Holley and passed. The new tag line, Florida's Playground, was discussed. Meridith asked that Kate go to the County attorney to approve the Tag line.

**7. BTW-KAREN HARRELL**

Gave update on plans for the Beaches to Woodlands 10<sup>th</sup> anniversary. She said that there would be an on-line registration form. Karen will be calling on the Bed Tax Collectors.

**8. DIRECTOR UPDATE**

Commissioner Melvin reported on the turn signal at the 98, said it should be working, it has been installed, but hasn't been activated, after conversation with office, it is working now. Jack Sanborn discussed a tourist development district on 87. Vernon Compton discussed a Regional Bike Project. Requests for projects from Restore Funding can be made on the County website. CSX crossing funding to go before the BOCC.

Motion to adjourn by Kyle Holley, seconded by Dorothy Slye. Meeting was adjourned at 4:35