

SANTA ROSA COUNTY TOURIST DEVELOPMENT COUNCIL

**Wednesday May 21, 2014
Santa Rosa County Chamber**

Board Members

Mike Loera
Jack Sanborn
Laurie Gallup

Kyle Holley
Dewitt Nobles

Attendees

Dave Barnette
Kate Wilkes
Romi White

Don Davis
Susan Poggione

Mike Loera called meeting to order at 3:02

Additions or corrections to agenda-Kyle Holley wanted to add Press Gazette about Tourist Activity and Tough Mudder.

Approval of Minutes of April 16, 2014-Laurie Gallop moved to approve the minutes, Dewitt Nobles seconded. Minutes were approved

Financials- Kate Wilkes reported the financials. Bed tax collections were up 6% for March. Jack Sanborn suggested advertising earlier for Spring Break. Jack Sanborn motioned to approve the financials, Dewitt Nobles seconded. Financials were approved.

DSBP- Dave Barnette went over advertising figures in the report and plans for the signs for Florida's Playground Trail. Dewitt Nobles made motion to move forward with plans for signs, Kyle Holley seconded, and Motion was approved

ADDITIONS- Kyle Holley has been contacted by Halifax media and they wanted to have our events posted. Kate suggested they call us or check our website.
Tough Mudder- Kyle Holley said they are still undecided. He mentioned an incentive program; He would like DSBP to contact them. Dave Barnette will have Don contact them.

Requests –The Grant from the City of Milton for \$5,000 for the portable stage was approved by the BOCC.

BOCC approved \$125,000 for the Marine Science Station EDGE.

Sign at the VIC in Navarre- SE would like to paint the blue frame white approximately \$1200. It was suggested to go back to the Specs with the County.

Director's Report.

Governor approved over a 10 Million dollar increase over last year for Tourism for the State of Florida.

Visit Florida Grant was discussed.

Final Report sent to BP March 31-additional details requested by BP and have been sent.

Kate Wilkes and Kay Maghan took travel writer from Birmingham Parent Magazine on a tour of South Santa Rosa County.

Kate cut the ribbon at the Butterfly House Grand Opening.

Kate submitted and accepted the Proclamation from the County for National Tourism Week.

Kate spoke to Leadership Santa Rosa Tourism Day at Bear Lake.

Kate went to RESTORE meeting where they gave criteria for tourism to be tested at June RESTORE. It was discussed what projects to present.

Beaches to Woodlands contract completed with Karen Harrell.

Talked about BP reporting.

Fishing Rodeo has been moved to Sept. 27 and 28 at Sandy Kemp's request.

Kate reported on the Blue Star Veteran's Memorial Plaque dedication

Legislative briefing-Will report on it later.

Kate talked about the Tallahassee Magazine article.

Laurie motioned for adjournment at 4:30, Kyle Holley seconded. Meeting was adjourned.