

SRC Tourist Development Council  
Board of Directors Meeting  
Wednesday, 3:00 pm  
June 20, 2012

Board Members

Vernon Compton      Dorothy Slye  
Mike Loera            Kati Curle  
Jack Sanborn         Ira Mae Bruce

Attendees

Kate Wilkes            Jessi Stone  
Brittany Rounds       James Ellis  
Laurie Gallup          Karen Harrell

**1. CALL MEETING TO ORDER**

Vernon Compton called the meeting to order at 3:02 pm. Quorum not established until 3:15.

**2. ADDITIONS OR CORRECTIONS TO AGENDA**

Dorothy Slye added discussion of Beach Magazine. Ira Mae Bruce added Gulf Breeze Bed Tax collections. Vernon Compton added July meeting.

**3. APPROVAL OF MINUTES**

The Board reviewed minutes of the May 16, 2012, meeting. Kati Curle made a motion to approve; Jack Sanborn seconded; minutes were approved.

**4. FINANCIALS**

Kate Wilkes presented financial reports. Dorothy Slye made a motion to approve; Kati Curle seconded; motion passed.

**5. MDi**

James Ellis presented media tracking, Google analytics, and SEO reports. He also gave an update on Sand Sculpting. Ira Mae Bruce suggested we do co-op adverting with local golf courses in Santa Rosa in golf magazines.

**6. BEACHES TO WOODLANDS – KAREN HARRELL**

Karen Harrell passed out return flyers for Beaches to Woodlands Tour. She also stated that registration is closed.

**7. NORTH END RECOMMENDATIONS**

Ira Mae Bruce made a motion to allow money currently designated for Bagdad Mill Site park trail development to be used as needed for Phase 1 park development with trail completion included in Phase 1; Dorothy Slye seconded; motion passed.

**8. SOUTH END RECOMMENDATIONS**

Mike Loera made a motion to spend up to \$2,000 on a web cam to monitor progression of turtle nest. He also stated it would be great to have that link on our website. Ira Mae Bruce seconded; motion passed. The Navarre Beach Leaseholders and Residents Association are offering a \$300 reward for information which leads to an arrest regarding the recent destruction of the turtle nest. If anyone would like to help increase the amount of the reward please send a check made out to Navarre Beach Leaseholders.

## **9. DIRECTOR'S REPORT**

Kate Wilkes stated that she felt it was a good time to do a tourism statistics study. Some suggestions of the committee were to get information from Haas Center and University of South Alabama.

## **10. ADDITIONS OR CORRECTIONS TO AGENDA**

### **Discussion of Beach Magazine**

Dorothy Slye presented a draft copy of Beach Magazine that will be distributed in mid-July. It features some pictures of the pier. She stated that it will be distributed at Publix, Winn Dixie, Tom Thumb, McDonalds and the pier. Ira Mae Bruce suggests discussion of a permanent kiosk to be located at the front of pier to be moved to SE committee.

### **Gulf Breeze bed tax collections**

Ira Mae Bruce made a motion to recommend that county have City of Gulf Breeze report how they are spending bed tax money; Dorothy Slye seconded; motion passed.

### **July meeting**

Ira Mae Bruce made a motion to cancel July board meeting; Dorothy Slye and Kati Curle seconded; motion passed. Mike Loera and Jack Sanborn opposed.

Meeting adjourned at 4:30 pm.