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SANTA ROSA COUNTY TOURIST DEVELOPMENT COUNCIL

June 23, 2014

Navarre Visitors Center

Board Members

Mike Loera Liz Horton
Laurie Gallup Kyle Holley
Jack Sanborn

Attendees

Mike Sandler Nancy Sandler
Brenda Stokes Cathy Holmes
Sheila Harris Vernon Compton
Meghan Dunn Don Davis
Karen Harrell Andrea McDermott
Chanda Ryan Susan Poggione
Kate Wilkes

Meeting was called to order at 3:04

Additions to Agenda

Kyle Holley wanted to add information on Tough Mudder and Agriplex funding
Laurie Gallup motioned to approve minutes. Jack Sanborn seconded. Minutes were approved

Financials-Kate Wilkes presented the financials. Bed Taxes were up 23% in April. Financials were accepted.

DSBandP Reports-Don Davis reported that marketing is going smoothly and website traffic was up 18.2%. They have put the flag system on the website. It was suggested combining the fishing rodeo and the sand sculpting marketing. It was suggested to add fireworks, bands, or entertainment. Jack motioned to approve the budget with modifications. Laurie suggested moving forward. Don Davis said that other sand sculpting events charge admission with some part going to the Navarre Marine Park. Kyle motioned to approve the \$87,000, Jack Sanborn seconded. Kyle Holley wanted to add that they consider that "profit" would go the Navarre Marine Park. Motion passes. Jack Sanborn motioned to set up a committee to consolidate the two events and adding more vendors and entertainment, with Laurie chairing, Liz Horton seconded, motion passed.

LWCF Grant for Bagdad Mill Site – Sheila Harris presented the request for the Grant. Jack Sanborn motioned to approve \$80,000 from general reserves for the Bagdad Mill Site. Laurie Gallup seconded. Motion passed.

Navarre Beach Sea Turtle Conservation Center and Marine Sanctuary Grant Request

Kyle Holley motioned to approve the grant from general reserves for \$43,915, Laurie Gallup seconded. Laurie Gallup addressed insurance and field guides. Motion Passed.

BOCC hiring of new Executive Director. Laurie Gallup moved that the TDC request to the County that the TDC conduct the interview process and rate the candidates based on qualifications and experience. Final recommendations will be submitted to the Commission for their approval in an effort to assist the County Commission with the hiring of a new Executive Director. Kyle Holley seconded, the motion passed. Jack Sanborn motioned to suggest to the County Commission, that the TDC be unilaterally and equal to Economic Development. Kyle Holley seconded, motion passed.

Filling seat vacated by Shanean Ridgley-Kyle Holley moved to check with Shanean to see if she could continue with the position. If she can't continue, Laurie Gallup motioned to have the 4th candidate, Vernon Compton, be accepted. Jack Sanford seconded, motion passed.

Discussion for additional Life Guards-Brenda Stokes suggested a Junior Life Safer Program, and also having a roving Life Guard.

Request from Debbie Peaden for the Florida Tourist Development Tax Association Conference- Kyle Holley motioned to approve, Jack Sanborn seconded. Mike Loera wanted feedback, and Liz Horton wanted Debbie Peaden to come to a meeting with appropriate information, not just the agenda. Motion passed.

BTW-Karen Harrell gave an update on the events and marketing.

Additions to Agenda-Kyle Holley gave update on Tough Mudder and Agriplex. He will check on the allocation on funds from the State for the Agriplex.

Director's Report-Kate Wilkes reported on the successful BP audit, and the final BP approval for the next allocation.

Boo Weekley grant- Need invoices from 2013.

RESTORE-Test criteria submitted

Raise for Susan and Nicole-Kyle Holley motioned to approve, Liz Horton seconded. Motion passed.

FADMO-Kate reported on the Florida Association of Destination Marketing Association Board of Directors Meeting and Industry Summit.

*Report of Legislative Session by Mat Forrest, FADMO Governmental Consultant.

*Visit Florida budget increased \$10.5 Million to \$74 Million

*Allowed uses of TDT funds not changed-this is the goal-not to water down the allowed uses
Which would take away from our purpose-promoting tourism?

*Revision to RISE passed-the goal was to add language to the statute that would make it
Clearer for county clerks about what type of Tourist Development Tax collection information
They could share with local tourism development agencies. Clerk of Court may allow (not
Shall) information such as list of bed tax collectors to be published. Statistics may not be
published if they contain data pertaining to fewer than three taxpayers, or if the statistics
are prepared for geographic area below the county level and contain data pertaining to
fewer than 10 taxpayers or if a single taxpayer has remitted more than 33 percent of the tax
that is the subject of the statistics.

*Vacation Rental Properties-the 2014 legislation was amended to allow local governments some ability to regulate
vacation rentals but not in relation to duration and frequency.

*Local bill applying to only Bay County changing the selection process of the Bay County TDC.
Two members of the council shall be elected municipal officials, both of whom shall be from
the municipality that generated the highest revenues from the tourist tax in the previous 5
years.

Sessions-Review of Florida Statutes by Jack Wert

*The main topic of the speakers was related to content.

Highlights:

- Service Design- The activity of planning and organizing tools and techniques for a design for developing great service. Create memorable experiences that will be that will be talked about.
- Content Development-Create a story-Bud Commercial during SuperBowl-appeal to emotions-tell your story. Focus on "dreaming" not lists. Keep in mind who you are talking to.
- What travelers want from website-responsive, inspiring. Build mobile site Specifically-hard to go back and forth between computer and mobile.
- Let PR Drive the Bus-Editorial calendar-work together with ads, website, social media, newsletters
- Presentations to be available at www.FADMO.ORG