

## SANTA ROSA TDC BOARD OF DIRECTORS MEETING

Wednesday, July 16, 2014

Navarre Visitor Center

### Board Members

Kyle Holley  
Michael Loera  
Dewitt Nobles  
Laurie Gallup

Liz Horton  
Jim Melvin  
Jack Sanborn

### Attendees

Karen Harrell  
Bill Arnett  
Kate Wilkes  
Susan Poggione

Meridith South  
Dave Barnette  
Gale Thames  
Chanda Ryan

Don Davis  
Nancy Sandler  
Brenda Stokes

**Mile Loera called the meeting to order at 3:04**

### Additions and corrections to agenda

Shannon Ogletree wanted to speak on TDC coming under ED in the county

Laurie Gallup wanted to talk about restroom in Navarre Park, median beautification, paying off building and signage for the turtles.

Kyle Holley wanted to update Tough Mudder

### Approval of the minutes

Correction -Laurie Gallup said she had voted no on sending Debbie Peadon to the Florida Tax Association Conference.

Kyle Holley motioned to approve the minutes for June 23, 2014. Jim Melvin seconded, minutes were approved as amended

**Shannon Ogletree**-He spoke about the process of the TDC being under Economic Development August 1st. He explained the hiring process. Jim Melvin motioned for Mike Loera to represent the TDC as the designee in the hiring process. Kyle Holley seconded, motion passed.

### Welcomed Vernon Compton and Jaye Williamson to the TDC Board

### Financials-

Kate Wilkes reported on the financials. She reported that the county was up 20% from last May. Discussion on the 5<sup>th</sup> cent Kyle Holley wanted comparisons with other counties. Mike wanted the totals ytd. Meridith South said it was in the Newsletter. Mike wanted to project a budget for the future. Kate said we could go to budget modification. Mike will go to Jayne Bell and Debbie Peadon for those figures. Jim Melvin motioned to accept financials, Jack Sanborn seconded. Financials were approved.

### DSBP Report and update on advertising and statistics-Newsletter

Dave Barnette showed new pamphlets for swimming safety and The Florida's Playground Trail Map. Meridith South talked about the trail signs. She wanted to get the pamphlet out by September. She reported on the media budget. Karen Harrell questioned the allocation for BTW. She said she needed an additional 11,000. Meridith went over the Sand Sculpting budget. Mike Loera is sending DSB and P contacts on website changing. Kyle Holley wanted to go to BP to fund Sand sculpting and BTW in the future. Jim Melvin motioned to move forward to pass budget with 11,000 to BTW, coming from display internet, and to going to BP for future funding, Liz Horton seconded. Motion Passed.

### North End Requests

Designating 87 Corridor Jack Sanborn made a motion to send back to NE to draft a plan for ED to develop. Kyle Holley seconded. Motion passed

Regional Trail System- Laurie Gallup motioned that we send a volunteer advocate to the County Commission for the Regional Trail System, Kyle Holley seconded. It was passed

TDC have a Task Force with other Counties –

**SE Grant Request for \$500 for Run for the Reef**

Motion to approve grant was made by Laurie Gallup, Jack Sanborn seconded. Motion passed

**Beaches to Woodlands**

Karen Harrell talked about the tour.

**Other Business**

Tough Mudder is coming. March 7<sup>th</sup>

Restrooms in the Park- Jim Melvin said they are going to a building architect to see if he will do plans. Laurie wanted to have security cameras. Kyle motioned to find a source of funding, Jack seconded. Motion passes.

Median Beautification-Laurie requested \$7500 from General Fund for a landscape architect. Kyle motioned that we recommend to Commission to allocate \$7500 for architect, Jack Sanborn Seconded. Motion passed

Laurie Gallup wanted to talk about paying off the Visitor Center Building.

Redoing Turtle Signs. Have a printed piece to give to tourists.

Meeting Ajourned.at 5:15