

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS MEETING
September 17, 2014
NAVARRE VISITOR CENTER**

Board Members

Dewitt Nobles Kyle Holley
Laurie Gallup Jack Sanborn
Vernon Compton

Attendees

Meridith South Shannon Ogletree
Mary Peterzen Mike Sandler
Nancy Sandler Romi White
Karen Harrell Larry Kingrey
Shannon Ogletree Dave Barnette
Susan Poggione John Lewis
Al Seiders Cathy Holmes

Laurie Gallup called the meeting to order at 3:05

Additions or Corrections to the agenda: Planning Cycle

Minutes of August 20, 2014- June 1st add that the bed tax went up from 4% to 5%. Dewitt Nobles motioned to approve the minutes with corrections. Kyle Holley seconded. The minutes were approved.

Financials-Shannon Ogletree presented the financials. There was a 27% increase over last year. The Beach Beautification irrigation was coded wrong. Vernon Compton motioned to approve the financials. Dewitt Nobles seconded. Financials were approved.

DSB&P update - Dave Barnette presented the 4 TV spots. Meridith South spoke of the redesign of the web page. Meridith South gave an update on the Sand Sculpting Festival. Monday September 29 there will be a photo shot. Friday 26, at 10:00 there will be a Press Conference about Sand Sculpting under the Sand Sculpting tent. Commission Melvin will read a proclamation. There will be a mockup of the Navarre Beach Marine Park sign. Kyle Holley motioned to direct staff to solicit ate meetings for planning with the public. Jack Sanborn seconded. Motion passed

BTW - Karen Harrell showed the tentative schedule of events. October 11 is the free fishing at the pier. Laurie wanted to add the fishing rodeo and sand sculpting to the schedule. Postcard will be sent out Labor Day weekend. Chambers are going to launch "All in Santa Rosa" to encourage members to participate. Kyle Holley wanted to put a calf roping event to the tour.

South End Requests- Beach Beautification committee request for \$20,184 for fountains and solar lights. Kyle Holley moved to approve, Jack Sanborn seconded. Shannon asked about the sanitary issues.

Motion passed.

North End Request

Munson Community Heritage Festival request for \$2,000. Vernon Compton motioned to approve from NE

Bagdad Mill Days request for \$2,000. Jack Sanborn motioned to approve from NE general funds. Kyle Holley seconded. Motion passed.

Other Business- Security cameras at the beach will be covered by Risk Management. Shannon will have more information at the October meeting.

Kyle Holley would like to work with staff for grants for additional marketing dollars from Sports Association.

Shannon Ogletree said that they are down to final four for the director.

Competitive bid for Tough Mudder. He wanted to know about restaurants for the event.

Kyle Holley wanted to know about RESTORE projects.

Planning Meetings- Kyle Holley would like to start meetings in October. he would like to get public impute on planning. Shannon Ogletree said it wouldn't be available until the new director in November. Shannon

Ogletree gave an update on the Director hunt.

Meeting was adjourned.