

TDC  
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SRC Tourist Development Council  
Board of Directors Meeting  
Wednesday, 3:00 pm  
January 18, 2012  
*Final*

Board Members

Attendees

Vernon Compton	Kati Curle	Kate Wilkes	Jessi Stone	James Ellis
Mike Loera	Dorothy Slye	Brittany Rounds	Meridith South	
Jack Sanborn	Clayton White	Laurie Gallup	Kyle Holley	

**1. CALL MEETING TO ORDER**

Vernon Compton called the meeting to order at 3:01 pm.

**2. ADDITIONS OR CORRECTIONS TO AGENDA**

There were no additions or corrections to agenda.

**3. APPROVAL OF MINUTES**

The Board reviewed minutes of the December 28, 2011, meeting. Mike Loera 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 financials; Kati Curle seconded and motion passed.

**5. STATISTICS**

Kate Wilkes presented statistics reports.

**6. NORTH END RECOMMENDATIONS/FROM NORTH END RESERVES**

**\*Bagdad Waterfront St. Patrick's Day Arts and Antiques \$1,500**

Dorothy Slye made a motion to approve \$1,500; Kati Curle seconded and motion passed.

**\*Santa Rosa County Fair \$2,500**

Dorothy Slye made a motion to approve \$2,500; Jack Sanborn seconded and motion passed.

**\*Bill Boards-Salter Advertising \$10,000**

Mike Loera made a motion to approve \$10,000; Jack Sanborn seconded and motion passed.

**\*North End Website \$2,000**

Jack Sanborn made a motion to approve \$2,000; Dorothy Slye seconded and motion passed.

**7. MDi PLAN**

Meridith South presented the SEO Proposal. Mike Loera made a motion to approve option 1 with 8 keywords; Dorothy Slye seconded and motion passed.

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**8. DIRECTORS REPORT**

**\*Term Limits**

Kate Wilkes presented information she had gathered from other TDC's on term limits.

**\*Snowbird Party**

Snowbird party will be February 14, 2012 from 2-4 at the Visitor's Center.

**\*Link website to Santa Rosa County Website**

Dorothy Slye made a motion to go to county commission to get a link on front page of SRC website; Kati Curle seconded and motion passed.

**9. OPEN FORUM**

\*Kyle Holly suggested a new slogan for Navarre Beach that he will bring to the SE Meeting.

"Our Sand is your Castle"

Meeting adjourned at 4:16 pm.