

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, March 20, 2013
Santa Rosa County Chamber of Commerce

Council

Vernon Compton Dorothy Slye
Mike Loera Kyle Holley
Jack Sanborn
Clayton White

Attendees

Laurie Gallup Meredith South Yvonne Harper
Randy Jorgenson Karen Harrell Paul Kilmartin
Romi White Mary Golden Kristen Loera
Kate Wilkes Susan Poggione

The meeting was called to order by Vernon Compton, Chair at 3:05 PM

Additions or Corrections to agenda

Delete approval of \$10,000 for fishing rodeo – already approved
Add River Front Master Plan Steering Committee

Minutes of previous meeting

Correct spelling of Broxson. Motion to approve with correction by Dorothy Slye, seconded by Kyle Holley, approved.

Financial report-Kate Wilkes

Motion to accept by Kyle Holley, second by Dorothy Slye, financials accepted

North End recommendation

Requested \$1000 Grant for Panhandle Community Theater. Jack Sanborn motioned for approval, Clayton White seconded, approved

Donna Tucker explained the Santa Rosa Chamber's desire to relocate to a larger facility. Jack Sanborn made motion to support plan and Mike Loera seconded, Council agreed.

South End recommendations

Approve up to \$60,000 from South End Reserves for electronic sign at the Navarre Beach Visitors Center. Specs to be obtained and given to County to go out with RFP- no price included –approved.

Motion to approve \$20,000 for Boo Weekley Golf Tournament at Hidden Creek by Kyle Holley, second by Jack Sanborn, approved.

Recommended that a traffic counter be put on the Navarre Beach Bridge for 365 days a year. Kate will get with Roger Blaylock.

Recommended that the BOCC request assistance from the TPO and DOT for improvements to the interesection of Highway 98 and the Navarre Beach bridge. Council approved that a letter be sent to BOCC.

Riverfront Master Plan - Vernon Compton

At the November 28, 2012 TDC meeting Randy Jorgenson requested that the TDC pay \$30,000 of the \$45,000 cost of Conceptual Development plan for Blackwater Riverfront Plan. It was approved from the TDC main reserves with the condition that Vernon Compton have a seat on the steering committee. Randy said that this would not be a problem. At some point Vernon's name was removed and Kyle Holley's replaced it. No one has any problem with Kyle also being on the committee and the TDC would like this resolved without any conflict. Jack Sanborn pointed out that the City of Milton signs did not have the words "Canoe Capital of Florida". The motion was made that until these two issues were settled the TDC would not make any further

expenditures to the City of Milton. Kyle Holley, Clayton White, Mike Loera and Vernon Compton abstained from voting, Jack Sanborn and Dorothy Slye approved.

MDi Marketing and statistical report – Meridith South

Social Media person

Motion made by Kyle Holley, seconded by Dorothy Slye and approved to request a budget amendment moving the \$25,000 in the TDC budget for a social media person to the MDi contract fee for them to hire for this position on a contractual basis (1099).

Meeting adjourned 4:45

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm February 20, 2013

FINAL

Board Members

Vernon Compton
Mike Loera
Jack Sanborn
Clayton White

Dorothy Slye
Kyle Holley
Jim Melvin

Attendees

Kate Wilkes
Susan Poggione
Laurie Gallup
Meridith South
Brittany Rounds
Kristen Loera

1. The meeting was called to order by the chair, Vernon Compton at 3:03 PM

2. ADDITIONS OR CORRECTIONS TO AGENDA

Fishing Rodeo, Book signing at Imogene, Arcadia Historic marker

3. APPROVAL OF MINUTES

January 16, 2013 were approved by Dorothy Slye and seconded by Jim Melvin

4. FINANCIALS-KATE WILKES

Kate Wilkes presented financial reports. Jim Melvin made a motion to approve the financials; Kyle Holley seconded; financials were approved

5. HAAS STUDY

Rod Lewis answered questions successfully on the study, will make appropriate changes and bring back to the Council.

6. FISHING RODEO

Laurie Gallup brought the idea of a Navarre Fishing Rodeo for June 1st and June 2nd, \$10,000 was approved for the project. Kyle Holley made a motion to approve, Jim Melvin seconded

7. MDi MARKETING AND STATISTICAL UPDATE- Meridith South

Meridith interviewed and would like to hire Denise Haywold for Social Media position. No objections.

8. AGRI-PLEX

Dorothy Slye made a motion to approve up to \$200,000 from general reserves for the Agri-plex and \$200,000 for South End project(s) to be determined. Jack Sanborn seconded; Kyle Holley and Jim Melvin abstained from the voting. It was approved and will be taken to the BOCC,

9. BTW CONTRACT with Karen Harrell

Approved by Dorothy Slye, Seconded by Jack Sandborn

10. DEVELOPMENT OF OIL AND GAS RESOURCES IN THE STATE FORREST

Doug Broxon withdrew the bill to allow oil drilling in the Blackwater State Forrest.

11. DIRECTOR UPDATE

12. Motion to adjourn by Jack Sanborn

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
January 16, 2013

Board Members

Dorothy Slye
Mike Loera
Jack Sanborn

Jim Melvin
Kyle Holley
Clayton White

Attendees

Kate Wilkes
Kristen Loera
Chuck Emling

Don Davis
Meridith South
Laurie Gallup

Jessi Stone
Brittany Rounds
Amanda Creel

1. **The meeting was called to order by the chair, Jack Sanborn at 3:04 PM**
2. **ADDITIONS OR CORRECTIONS TO AGENDA**
No additions or corrections were added to the agenda.
3. **APPROVAL OF MINUTES**
The Board reviewed minutes of the December 19, 2012, meeting. Dorothy Slye made a motion to approve; Mike Loera seconded; minutes were approved.
4. **FINANCIALS-KATE WILKES**
Kate Wilkes presented financial reports.
5. **MDi MARKETING AND STATISTICAL UPDATE**
Meridith South distributed the statistical report. She discussed some of the keywords with the committee. She stated that they were planning on updating vacation guide with new photos and they are still taking resumes for new social media person.
6. **SUNSHINE LAWS**
Kate Wilkes reviewed the Sunshine Law with the committee. Kate Wilkes stated that per county attorney Sunshine Law applies to the sub-committees.
7. **AGRI-PLEX**
The TDC Board discussed the request by the South End Committee to take the request for \$200,000 for the Agri-Plex from the general reserves off the BOCC agenda until it was voted on by the South End Committee. There was no motion made so it will remain on the BOCC Agenda for Jan. 22.
8. **HAAS STUDY**
Kate Wilkes request that any questions about HAAS study be sent to her by February 1, 2013. Once all questions have been sent to her she will ask them to attend a TDC Board meeting so they may address questions.
9. **DIRECTOR UPDATE**
 - BTW CONTRACT**
Kate Wilkes will check on total amount that BTW will receive.
 - VISITOR GUIDE**
Kate Wilkes stated that Visitor Guide was in the process of being updated and reprinted. It will be completely redone after the photo shoot.
 - ROOM FOR SNOWBIRDS**
The TDC Board felt that there were better places for the snowbirds to gather than the conference room at the Visitor Center.

Meeting adjourned at 4:05 PM