

TDC
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SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
March 21, 2012
Final

Board Members

Vernon Compton
Mike Loera
Dorothy Slye
Jack Sanborn

Clayton White
Jim Melvin
Kati Curle

Attendees

Kate Wilkes
Brittany Rounds
Laurie Gallup

Jessi Stone
Meridith South
Gina Gregory

James Ellis
Chris Phillips

1. CALL MEETING TO ORDER

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

2. ADDITIONS OR CORRECTIONS TO AGENDA

Navarre pedestrian overpass was added to agenda.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the February 15, 2012, meeting. Mike Loera made a motion to approve; Jim Melvin seconded; minutes were approved.

4. FINANCIALS

Kate Wilkes presented financial reports. Jim Melvin made a motion to approve financials; Kati Curle seconded and motion passed.

5. FLORIDA STATE ROAD MULTIPLE USE TRAIL-CHRIS PHILLIPS

Chris Phillips gave an update on the Florida State Road multiple use trail – brick road repair. Chris Phillips said he would stay in contact with Vernon Compton.

6. UPDATE ON BAGDAD HERITAGE TRAIL/ MILTON BAGDAD CONNECTOR

Vernon Compton gave an update on the Bagdad Heritage Trail and the Bagdad Connector.

7. MILITARY FAM TOUR- MIKE LOERA

Mike Loera will email Kate Wilkes information on March 22, 2012 on how to contact Susie with the military.

8. MDi

Analytics & Tracking Keywords

Dorothy Slye made a motion to approve keywords; Mike Loera seconded and motion passed.

Gina Gregory presented a slide show of Fam Tour.

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3/21/2012

9. NAVARRE BEACH CONCESSIONS

A meeting is scheduled for April 4, 2012 at 3:00pm at the Navarre VIC.

10. NORTH END RECOMMENDATIONS

Grants

Riverwalk Arts Festival

Dorothy Slye made a motion to approve \$1000; Jack Sanborn seconded and motion passed.

Panhandle FTA Regional Conference

Dorothy Slye made a motion to approve \$1200; Kati Curle seconded and motion passed.

* Jack Sanborn & Vernon Compton did not participate in the vote*

11. TDC position regarding opposition to drilling including all state lands & water

Jack Sanborn made a motion to approve TDC position regarding opposition to drilling including off shore and all state lands and water that were designated for conservation and recreation, inconsistent with tourism. Dorothy Slye seconded and motion passed.

12. SOUTH END RECOMMENDATIONS

Contribute \$5000 from South End funds for deck addition to VIC

Jim Melvin made a motion to approve \$5000; Kati Curle seconded and motion passed.

13. NORTHWEST FLORIDA TDC COALITION

Regional marketing efforts- Santa Rosa contribution - \$2000

Dorothy Slye made a motion to approve \$2000; Jim Melvin seconded and motion passed.

14. DESTINATION MARKETING INDUSTRY SUMMIT

Dorothy Slye made a motion to approve \$1300 for Kate Wilkes to attend. Kati Curle seconded and motion passed.

15. NAVARRE PEDESTRIAN OVERPASS

Jim Melvin gave an update on pedestrian overpass.

Meeting adjourned at 4:55 pm.