

SRC Tourist Development Council  
Board of Directors Meeting  
Wednesday, 3:00 pm  
April 11, 2012  
**FINAL**

TDC  
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Board Members

Vernon Compton      Jim Melvin  
Mike Loera            Kati Curle  
Dorothy Slye         Jack Sanborn  
Ira Mae Bruce

Attendees

Kate Wilkes            James Ellis  
Nancy Sandler         Meredith South  
Laurie Gallup         Karen Hill  
Glen Hill                Kyle Holley

**1. CALL MEETING TO ORDER**

Vernon Compton called the meeting to order at 3:05 pm.

**2. APPROVAL OF MINUTES**

The Board reviewed minutes of the March 21, 2012, meeting. Dorothy Slye made a motion to approve; Katie Curle seconded; minutes were approved.

**3. FINANCIALS**

Kate Wilkes presented financial reports. Ira Mae Bruce made a motion to approve; Jim Melvin seconded; motion passed.

**4. SOUTH END RECOMMENDATIONS**

**Fireworks** – South end committee recommended \$14,000 budget amendment for July 4<sup>th</sup> fireworks and security. Dorothy Slye made a motion to approve; Ira Mae Bruce seconded; motion passed.

**Grant for Marine Science Station** – South end committee recommended \$3,500 sponsorship for World Ocean's Festival. Ira Mae Bruce made a motion to approve; Mike Loera seconded; motion passed.

**5. NORTH END RECOMMENDATIONS**

**Thomas Cameron Memorial 5K** – North end committee recommended \$1,500 sponsorship. Dorothy Slye made a motion to approve; Jack Sanborn seconded; motion passed.

**6. MILITARY FAM TOUR- MIKE LOERA**

South end committee recommended \$2,000 to support this project to reach out to military vacation travel market by inviting military travel representatives to our area. Funds will pay for meals and activities not covered by discounts and sponsorships. Jack Sanborn made a motion to approve; Mike Loera seconded; motion passed.

**7. BEACHES TO WOODLANDS – KAREN HARRELL**

News release for participants to go out this week.

**8. MDi**

Meridith South presented media tracking, Google analytics, and SEO reports. Numbers for all are up.

Meeting adjourned at 3:55 pm.