

SRC Tourist Development Council

Board of Directors Meeting

Wednesday, 3:00 pm

April 17, 2013

FINAL

Board Members

Attendees

Vernon Compton	Clayton White	T Bubba Bechtol	Meridith South	Romi White
Mike Loera	Kyle Holley	Laurie Gallup	Kristen Loera	Kate Wilkes
Jack Sanborn		Dave Barrette	Susan Poggione	

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

1. ADDITIONS OR CORRECTIONS TO AGENDA

Jack Sanborn motioned to approve the agenda, Mike Loera seconded

2. APPROVAL OF MINUTES

Jack Sanborn approved noting that corrections requested at last meeting had been made. Seconded by Mike Loera

3. FINANCIALS-KATE WILKES

Kate Wilkes presented financial reports. Kyle Holley made a motion to approve the financials; Jack Sanborn seconded, financials were approved

4. MDI MARKETING AND STATISTICAL UPDATE-MERIDITH SOUTH

Meridith South presented a sample of proposed Newsletter and discussed how it would be distributed. Motion to approve was made by Kyle Holley, seconded by Jack Sanborn.

Dave Barrette presented a new branding suggestion "Florida's Playground". A motion was made by Kyle Holley to have the TDC go ahead and tag the phrase "Florida's Playground". It was decided that before voting it should go to the North End Committee and that TDC members absent be notified of the meeting.

5. SOUTH END

T BUBBA BECHTOL presented information on the Songwriter Festival to be held on Navarre Beach in May and requested a sponsorship of \$18,000 to be used for promotion of the event. Motion was made to recommend approval of the \$18,000 by Kyle Holley, seconded by Jack Sanborn, it was passed.

FIREWORKS DISPLAY

Motion by Jack Sanborn to approve up to \$15,300 for July 4th fireworks on Navarre Beach, seconded by Mike Loera

FTDTA CONFERENCE

Request for funds for the Clerk's Office to send TDT person to conference denied by South End Committee - felt that these funds should be paid from the 3% administrative fee. Bring to the TDC if Clerk's office unable to fund.

DIRECTORS REPORT

HAAS STUDY

Submitted report with requested changes and will be adding more and resubmitting.

HIGHWAY 98 AND NAVARRE BEACH BRIDGE

Kate read responses to requests for safety improvements. Board agreed that immediate attention must be given for a left turn green arrow for traffic coming off the bridge onto 98. Another e-mail and a written letter will be sent to BOCC.

EARL BOWDEN WAY

Discussed TDC sending a letter to County to keep road open as a safety issue and getting support of fire department. Kate will contact Commissioner Melvin.

Meeting was adjourned at 5:05

