

SRC Tourist Development Council
Board of Directors Meeting and Planning Session Minutes
Wednesday, 2:00 pm
October 19, 2011
FINAL

Board Members

Vernon Compton Dorothy Slye
Jack Sanborn Jim Melvin
Ira Mae Bruce Clayton White
Mike Loera (via telephone)

Attendees

Kyle Holley Jessi Stone Meghan Dunn
Kate Wilkes Sheila Walker Brittany Rounds
Karen Harrell Meredith South Nancy Sandler
Laurie Gallup Les Nichols

1. CALL MEETING TO ORDER

Vernon Compton called the meeting to order at 2:10 pm.

2. ADDITIONS OR CORRECTIONS TO AGENDA

No additions or corrections to agenda.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the September 21, 2011, meeting. Jack Sanborn motioned for approval; Dorothy Slye seconded; the minutes were approved.

4. FINANCIALS

Kate Wilkes presented the financial reports. Ira Mae Bruce motioned to approve; Jim Melvin seconded and the financials were approved. Kate Wilkes distributed a list of events to present to County to request transfer of funds in a lump sum to streamline process. Funding for events on list is not guaranteed and other events may be added. Each event would still need to go through approval process. Jim Melvin suggested application for grants/financial support should include requirement for matching funds (actual or in kind). Mike Loera suggested a standardized form to track event attendance to provided more consistent information. Jack Sanborn made a motion to approve list; Ira Mae Bruce seconded and motion passed.

5. STATISTICS

Kate Wilkes presented statistics reports. September website visits and page views were up.

6. TERM LIMITS RECOMMENDATION

Vernon Compton expressed appreciation to County Commission for allowing TDC opportunity to make input prior to BOCC decision. After discussion regarding continuity versus new ideas, requirement to attend meetings, and limited number of available bed tax collectors, those present determined information from same size TDCs would be beneficial. Jack Sanborn made a motion to gather and study more information and make recommendation by February meeting. Dorothy Slye seconded and motion passed. Jim Melvin abstained from voting.

TDC 2 10/19/11

7. SOUTH END RECOMMENDATIONS

- A. Have TDC request County Commission contact DOT regarding dangerous traffic situation at Hwy 98 and the Navarre Beach Bridge. Dorothy Slye made a motion to make request to County Commission; Jack Sanborn seconded and motion passed. Mike Loera suggested checking current DOT plans for improvement.
- B. Have TDC request County Commission support additional parking on beach road between Navarre Beach and Pensacola Beach. Vernon Compton recently attended Gulf Islands National Seashore management plan meeting to get more information. Current parking areas east of Pensacola Beach are not filling up. Ira Mae Bruce made a motion to have TDC support another public access with visitor parking areas east of Opal Beach and with public access and the road be maintained and open and rebuilt as necessary for safety purposes. Jim Melvin seconded and motion passed with Vernon Compton voting no because he does not feel need for additional parking is justified because of a conversation with the Gulf Islands National Seashore people.
- C. Approval of \$3,000 from South End Reserves for 2012 Navarre Chamber Fun Fest. Ira Mae Bruce made a motion to approve; Jim Melvin seconded and motion passed.
- D. Approval of \$2,000 from South End Reserves for Krewe of Jesters 2012 Mardi Gras parade. Ira Mae Bruce made a motion to approve; Jim Melvin seconded and motion passed.
- E. Approval of additional \$2,903 for beach beautification. Ira Mae Bruce made a motion to approve; Jack Sanborn seconded and motion passed.

8. NORTH END RECOMMENDATIONS

- A. Approval of \$1,000 for Bagdad Heritage Tour. Ira Mae Bruce made a motion to approve; Jack Sanborn seconded and motion passed.
- B. Approval of \$500 for West Florida Railroad Museum – A Lionel Christmas. Dorothy Slye made a motion to approve. Clayton White seconded and motion passed.

Business meeting adjourned at 3:38 pm into planning session.

Santa Rosa County Tourist Development Council 2011 Planning Session

1. BEACHES TO WOODLANDS

Karen Harrell reported good attendance at events with highlights of successes so far and a list of charities benefitting from events.

2. MDi

Meridith South reported she will put together a plan based on input from planning meetings and will present plan next month. The plan will be flexible and she encouraged feedback. She requested suggestions of any media outlets she should research. November through February they plan to work with Visit Florida to steal other Florida guests. They will also use eco-tourism and destination wedding co-ops. She asked if there are any brochures or guides they should be working on. Trails map needs update.

TDC
3 10/19/11

3. NORTH AND SOUTH GOALS

Goals from North and South End planning meetings were presented on separate documents for all to review. Meridith South suggested MDi attend website subcommittee meetings to go through website page by page and then present to TDC Board for approval. Ira Mae Bruce asked Kate Wilkes to survey properties available for weddings prior to adding wedding promotion to website. Mike Loera suggested at least getting basic information for weddings on website that can be expanded later. Coastal Concierge will be placed on back burner until website update is complete. Dorothy Slye expressed concerns regarding economic development of tourism related businesses. Kyle Holley suggested generation of a document to present to economic developers. Karen Harrell reminded everyone of marketing to those visiting surrounding areas and possibly looking for their next vacation destination.

Dorothy Slye summarized that North End and South End have same goals. She suggested quarterly events similar to the Sand Sculpting Festival and joint North and South End committee meetings and/or planning meetings. All agreed the January 2013 committee meetings will be combined into one meeting. Location and time to be determined.

Vernon Compton adjourned the meeting at 4:40 pm.