

SRC Tourist Development Council

Board of Directors Meeting

Wednesday, 3:00 pm

December 28, 2011

Final

TDC
/

Board Members

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

Attendees

Kate Wilkes Jessi Stone John Hayes Kyle Holley
Laurie Gallup Brittany Rounds Bill Arnett Meredith South
Kristen Loera Nancy Sandler Greg Fisher James Ellis

1. CALL MEETING TO ORDER

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

2. ADDITIONS OR CORRECTIONS TO AGENDA

Kate Wilkes requested addition of discussion regarding TDC input to Santa Rosa County/Navarre Chamber contract for office space in the Navarre Visitor Center.

3. TDC INPUT TO NAVARRE CHAMBER OFFICE SPACE CONTRACT WITH SANTA ROSA COUNTY

Jim Melvin stated he had recent discussion with Hunter Walker and both agree that the water bill should be paid by Parks and Recreation and not the TDC. Ira Mae Bruce made a motion to recommend to BOCC approval of contract with changes to remove water bill from contract. Mike Loera seconded and motion passed.

4. APPROVAL OF MINUTES

The Board reviewed minutes of November 16, 2011, meeting. Ira Mae Bruce made a motion to approve; Jack Sanborn seconded; minutes were approved. The Board reviewed minutes of November 29, 2011, meeting. Mike Loera made a motion to approve; Jack Sanborn seconded; Ira Mae Bruce abstained from voting since she was not at that meeting; minutes were approved. Notes from November 30, 2011, Community meeting regarding Navarre Beach concessions were reviewed; approval not required.

5. FINANCIALS

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

6. STATISTICS

Kate Wilkes presented statistics reports. There was discussion regarding Google analytics and website statistics. Meredith South will arrange for Board members to have access to entire Google analytics.

7. RECOMMENDATION FROM SOUTH END COMMITTEE TO PARTICIPATE IN VISIT FLORIDA, GOOGLE DIGITAL BRAND AWARENESS CAMPAIGN

Meridith South recommended not participating in this program. Some of their target markets are not our target markets and some are duplications of those in current advertising plan. The cost is \$32,000. Deadline to participate

is February 25th. Meredith South will contact Visit Florida to ask if they will work with us to focus specifically on our target markets. If not, she will look at and compare an independent plan with Google.

Ira Mae Bruce made a motion to begin RFP process for bids to manage and maintain TDC website and search engine optimization. Proposals would follow Santa Rosa County rules and be presented to TDC BOD. Jack Sanborn seconded and motion passed. Jim Melvin received call back from County Attorney and he reported services can be added to an existing contract up to \$50,000. Ira Mae Bruce made a motion to move management and maintenance of website and search engine optimization to MDi for the balance of this budget year, for a reasonable cost, and during that time begin RFP process. Kati Curle seconded and motion passed.

8. MDi Plan

Meridith South presented media plan for 2011-2012 regular advertising funds. Ira Mae Bruce made a motion to approve; Kati Curle seconded. Motion passed with Jack Sanborn opposing.

Board members were asked to review and approve four new ads. With some photo changes and additions, and addition of QR codes to select ads, Kati Curle made a motion to approve. Jack Sanborn seconded and motion passed.

Ira Mae Bruce made a motion to approve ad placement schedule; Jim Melvin seconded and motion passed.

Meridith South reported some recommended website changes have been accomplished and all changes should be completed by January 31, 2012. Website committee will meet again after all changes are made.

Meridith South distributed and explained social network strategy for the remainder of the year.

9. OPEN FORUM

Mike Loera suggested a floridabeachestorivers.com website link on Santa Rosa County website.

Laurie Gallup questioned if changes can be made to allow bed tax payments online. Kate Wilkes will check with Santa Rosa County.

Meeting adjourned at 4:55 pm.